ATHER

How Locus helped Ather Energy increase its tasks per rider by 40%

KEY AREAS ADDRESSED

Electric Vehicles are the future of transportation. From personal mobility to delivery vehicles, EVs will be the mainstay in the years to come. But until recently, going the EV route meant you were taking a higher moral ground and did it only for the environment and you just accepted the fact that EVs would not be stylish or quick. But, all these assumptions are being thrown out of the window by scores of new-age electric vehicle companies who've not just changed the game with better engineering but also with world-class service and branding.

40%
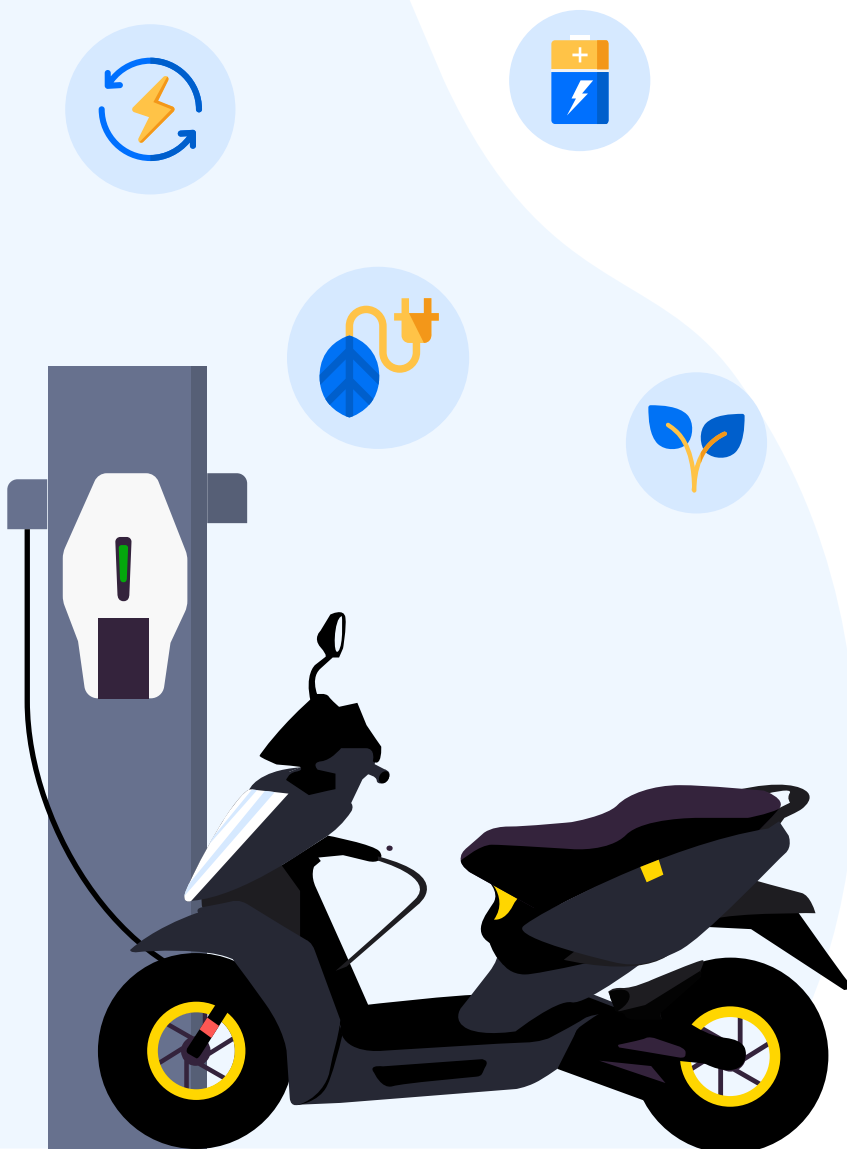Increase in tasks per rider

30%
Increase in fleet utilization

Better vehicles
executive capacity planning

Enhanced
customer experience

ABOUT ATHER ENERGY

Ather Energy is India's most well-known new-age electric vehicle company. The company was founded by Tarun Mehta and Swapnil Jain in 2013 and is now the leading player in the two-wheeler electric vehicle market. Their products include the flagship Ather 450X and the 450 Plus. Ather also manufactures a vehicle charging infrastructure called Ather Grid.
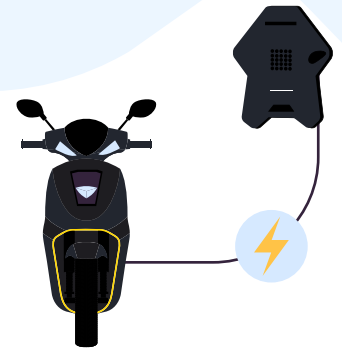
The company has raised more than $140 million in funding from the likes of Hero Motocorp, the world's largest two-wheeler manufacturer, Sachin Bansal and Binny Bansal, the co-founders of now Walmart-owned Flipkart, and Tiger Global, a New York-based hedge fund.

Ather Energy launched its electric scooter in 2018 and is now selling it across 27 cities in India. The company, which sells its vehicles through a dealership mode, is known for its industry-first experiences, be it its electric vehicle's design, charging infrastructure, or daily ownership.

CHALLENGES THE CLIENT WAS FACING

Ather Energy's post sales service involves an industry-first doorstep pick-up and drop method. The executive from the service team visits the customer's house at their preferred time slot to pick up the electric scooter and drops it at the workshop. Customers can also get their charging infrastructure installed by booking a time slot too.

Before onboarding Locus, Ather used a calendar application to schedule their pick-up/drop and installation services. Each executive had three hours to fulfill a customer request with a half an hour gap between requests. While this system worked well for Ather in the initial days, they were unable to scale with it as they expanded their operations to new cities and more customers.

Ather Energy needed an efficient platform that would allow their customers to book a preferred time slot for servicing (pick up/drop) or charging infrastructure installation. The platform also had to assign the right executive to the customer-selected slots while optimizing the executive's time, to ensure that each executive could service the maximum number of customers on any given day.

SOLUTION
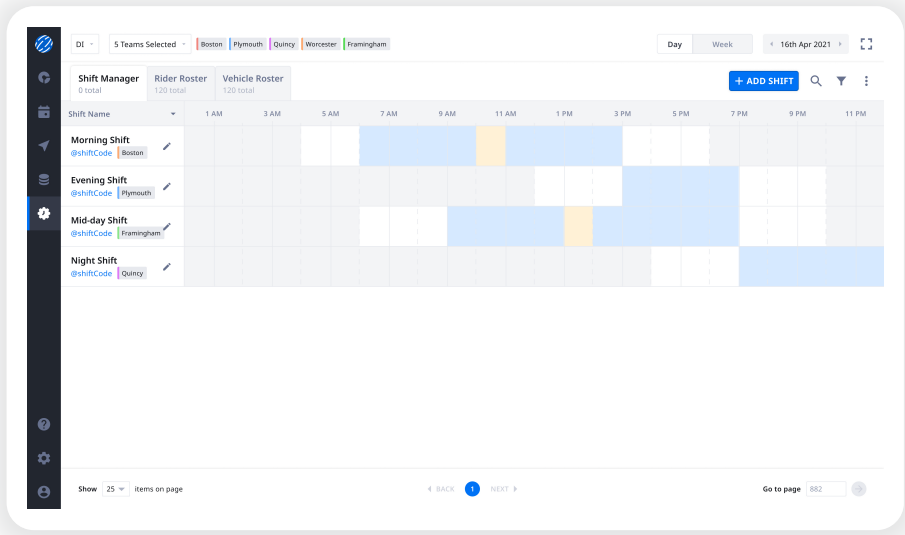
Locus built a customized Slot Management system for Ather Energy to manage both pick-up/drop and installations.

Serviceability/Slot Management with DispatchIQ

Locus provided a comprehensive slot management and route planning and optimization solution to Ather Energy.

Locus DispatchIQ

Our AI-backed Route Planning Engine, generates optimized routes thereby enabling the executives to service more customers on a given day. This results in increased efficiency and better SLA compliance.

Slot Management

Ather Energy's service team, through the Dealership Management System, track and manage the customer-preferred time slots. Their executives use the Locus On The Road (LOTR) app, our on-field delivery person app, to go about carrying out the pick-up/drop service or charging infrastructure installation.

Locus On The Road App

The Locus On The Road app is Locus' on-field executive app and acts as an optimization partner that improves the delivery experience and helps in tracking and managing order fulfillment in a cost and time-efficient manner.

CUSTOMER QUOTE

> We use Locus primarily for our vehicle service team to schedule doorstep services, pickup requests, and installation of charging solutions. Before Locus, we did not have a scalable solution. We slowly adopted Locus end-to-end as we had to do quite a few customizations. We now do our entire service booking and service operation journey on Locus. The solution has been very well received by our operations team. Our metrics have significantly improved. Ather Energy has made a name for itself with industry-leading experience and Locus has played an important role in that.
>
> **- Abhishek Sikka**
> Lead Product Manager, Ather Energy

CONCLUSION

✓ **Better vehicles/executive capacity planning**

✓ **Enhanced customer experience**

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