

Best Practice Example – Czech Republic

Smart Gadgets for Smart Customers

To have an impact on society it is necessary to target as many customer groups as possible. To achieve this it is recommended to have a variety of optional equipment which suits different preferences of consumers. One group that might be of special interest for pedelec dealers are technically interested individuals. For this group of customers it is not design or conveniences that dominate their buying behaviour, but rather the technical specifications of their pedelec. To meet this interest, our shop has begun to offer different technical devices which are able to collect sophisticated data on the performance of one's pedelec.



The electric components of pedelecs turn the common bike into a quite advanced piece of technology. In the past it was common to have a speedometer on a bike, but on a pedelec the possibilities are more numerous. Connecting a gadget to the motor allows the customer to collect data on speed, voltage, current capacity and power of the battery and more. In combination with a GPS receiver it is even possible to track the changing performance of one's pedelec in different terrain. The connection of the device and a smart phone is easily achieved through Bluetooth and thanks to the internal memory, that stores data of up to 12 hours, it is possible to track an entire trip.

Maybe in the future it could also be possible to tweak your pedelec with such a device. In this way it could for example be possible to change the different steps of assistance or the responsiveness of the support. This could also appeal to the sports sector that wants to optimize the performance of their bikes to suit their need, e.g. Up-/Downhill drivers.

Offering such gadgets to customers has helped us attract people interested in electronics or individuals who are just enthusiastic about fancy gadgets. Besides, this is also a good way for dealers to track the performance of their pedelecs and also present it to customers. As we promoted gadgets for pedelecs it became clear that the relation between the dealer and customer is quite different. Usually there is information asymmetry in favour of the dealer; in other words, he knows more about technical details of pedelecs in general and his own in specific. However, technically interested consumers typically now just as much or more about pedelecs and technical details as the dealer trying to sell his product. Therefore we have found it important not to pretend to have knowledge of every technical detail, as the customer might notice and lose faith in your qualification as a dealer and service point.

Box of Advices

- + Offer special equipment for different customer groups to best satisfy their demands
- + Gadgets can be interesting for dealers to evaluate the performance of their pedelecs, as well as technically oriented customers who want to know more about their e-bike
- + Gadgets can make pedelec much more attractive for those users who are using regular bikes and are a bit afraid to change for an e-bike in regards they “lose” some of the accessories of regular bike
- + In case municipalities would be thinking of testing (to rent several e-bikes for a short period of time) pedelecs in their organization, they should focus on additional equipment which could be found as complement by regular bike. Testing such a small fleet of about four e-bikes could cost cca 8000 CZK/week and it does not stand for such a big *cut* in budget.
- Do not approach everyone with this, because ordinary customers could be bored or even alienating
- Do not pretend to know much about technical details if you don't, as interested customers are often very proficient in technical topics

Contact details:

Jakub Ditrich (Managing Director)

Email: info@ekolo.cz

Website: www.ekolo.cz