

Sustainability made simple

Egg gives electric vehicle charging a
jolt



Hatching a plan

Driven by a desire for sustainability, a growing number of people are getting on board with electric vehicles (EVs). Sales of EVs in the United Kingdom rose 40% in 2022 (SOURCE: Society of Motor Manufacturers and Traders), and 62% of consumers say they want companies to take action on issues like the environment. Still, many would-be buyers stall before they make the switch.

A primary speed bump is knowing the vehicle will be reliably charged to get where it needs to go. Public charging options can be inconvenient and unreliable, and the options for at-home charge points can be confusing and time-consuming, deterring customers who don't have the resources to sort it all out. They can also be expensive—and programs to offset high installation costs are already diminishing.

Liberty Global, the world's largest international TV and

broadband provider, saw an opportunity for disruption in an industry that desperately needed new options. Having recently acquired The Phoenix Works, a sustainable energy company with expertise in EV charging, Liberty Global had the reach and resources to make home charging more widely accessible.

The company partnered with Accenture for a new venture that could jump-start the switch to electric vehicles. Enter Egg, a renewable energy brand making it easier and more affordable to order and install home EV chargers in the UK, while also offering other clean technology solutions. By offering a quick, simple and affordable path to home charging, Egg aimed to make EV ownership easier for a whole new generation of drivers.

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When tech meets human ingenuity

A super-charged strategy

To make the venture a success, Liberty Global and Accenture needed to take the early-stage idea from seed to scale. They brought together a team of entrepreneurially minded strategists and creatives who worked in rapid iterative testing cycles to define the product and refine it in market with real customers as quickly as possible. The highly technical team at its core boasted a deep knowledge of the EV industry and the software and tools that power it.

Egg keeps things simple: Easy installation of a home charge point, an affordable monthly fee over three years and a repair-or-replace promise that offers consumers peace of mind. Before, the process of getting a home charge point required detailed sign-ups, with long lag times in between each step and unwelcome hidden costs along the way. To

make the process faster, simpler and more transparent, Egg has opted for a streamlined, just-the-basics, approach so as not to overwhelm customers. By minimizing steps through a simple online system, the time from idea to installation had been able to be reduced from five days to a mere five minutes.

Home charge points offer EV owners the confidence that they'll be able to get their children to school in the morning, get their partner to the hospital in an emergency or get to work on time. So, Egg included tech support and maintenance in its fee to offer customers the security of long-term reliability. And its repair-or-replace promise means that, if any problems arise, customers can get back up and running without extra costs.





A valuable difference

Results that are hard to beat

Over the course of nine months, Egg went from an idea on the page to a reality in the marketplace, with a successful beta and hundreds of new subscribers. Support from Liberty Global was key: the telecommunications giant didn't have the same vulnerabilities as smaller start-ups trying to enter the market and could move quickly from concept to funding and launch.

Even in its early stages, Egg is a burgeoning household name. As its customer-facing service gains ground, the company is expanding its efforts to work with offices and property developers to install charge points in additional locations. It's helping businesses transition entire fleets from fuel to electric. And it has committed to other sustainable offerings, including solar panel installation and services and at-home energy storage.

Beyond providing a basic need for EV owners, Egg also added personality and a new tone to an industry that is often presented as serious, technical or masculine. The Egg brand is warm and light-hearted, with marketing efforts highlighting the service as fun, easy, and accessible to customers who didn't click with past options.

Ultimately, the venture is about more than just the charge points: it is a way to support the public's growing desire for eco-friendly lifestyles. Egg's simplified approach and focus on accessibility aims to overcome some of the roadblocks that keep interested consumers from making the switch to an electric vehicle—clearing the road to a more sustainable future.

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