

Creating Contextual Customer Deals by Integrating EV Charging and QSR Data

How Core360 enabled an EV centric technology firm to do real-time integration of multi-source data and dynamic deal creation tied to user behavior. The system laid a strong foundation for context-aware monetization models and validated technical and commercial viability in the EV ecosystem

Overview: The customer was a **Maryland-based company** operating at the **intersection of Quick Service Restaurants (QSRs) and Electric Vehicle (EV) Charging** envisioned a platform where they would charge EV users a fee while offering personalized promotions from nearby QSRs and earn revenue from QSRs in return for customer footfall. The firm needed a **solution to generate relevant, timely and personalized deals**.

Solution: Using Core360's proprietary data folding algorithm Quantaleap combined structured and semi-structured data from multiple sources, including the Consumer App, EV Charging Stations, CRM systems, and third-party QSR data feeds, into a unified contextual ontology. This enabled the system to:

- **Predict demand patterns** based on user and location data
- **Design tailored deals** for customers linked to their charging behavior
- **Monitor charging station** activity in real time for dynamic marketing decisions

Results: Successfully demonstrated **real-time integration of multi-source data** and **dynamic deal creation** tied to user behavior. The system laid a strong foundation for **context-aware monetization models** and **validated technical and commercial viability** in the EV ecosystem.



Core360 demonstrated strength in fast evolving & data rich environments like EV infrastructure and consumer retail



Core360 illustrated how intelligent data use can unlock new revenue streams and customer engagement strategies



PoC demonstrated how Core360 can power future innovations, even in experimental & unproven business models



Laid a strong foundation for context-aware monetization models in the EV ecosystem



Validated the technical and commercial viability of the concept