

CUSTOMER STORY: EV PASSPORT

GOLD-STANDARD CUSTOMER SUPPORT. ENTERPRISE SCALE.

“We can count on Crescendo. Round-the-clock AI, round-the-clock people,
and a partner who keeps improving with us.

Cass Sapir, AI Lead, EVPassport

CRESCENDO



SNAPSHOT

EV Passport

EVPassport deploys Level-2 EV chargers for enterprise property owners including large hotel groups, mixed-use developers, and parking operators. Their promise is to deliver the most reliable charging network in the United States with round-the-clock support for owners and drivers.

Results at a glance

Crescendo’s AI + human customer service model gave EVPassport the support experience their brand promises: instant help for drivers, peace of mind for property owners, and confidence for product, leadership, and support teams. The company scaled reliability without adding headcount, turning support into a differentiator that strengthens existing relationships and helps win new ones.

33
days

From kickoff to go-live

24/7
/365

Support coverage
on voice and chat

70%
engagements

Resolved with AI

30%
engagements

Resolved by human
experts

<30 sec
Time-to-answer

Fell from 10 minutes to
<30 seconds

↑70%
Predictive CSAT

Up from 40% to 70%
and rising

CHALLENGE

Striking a balance

EVPassport quickly realized that drivers often charged their cars and needed help outside the 8 a.m. to 5 p.m. support window.

Most support inquiries came at the start of a charging session, when any delay could turn a routine stop into a frustrating experience. With only one in-house agent covering office hours, many drivers were left without help when they needed it most.

Spikes in demand could double or triple ticket volume, forcing teammates from other departments to step in, pulling them away from core work. At the same time, enterprise customers insisted on true 24/7 coverage, and repeated escalations began to reveal a gap in their initial support strategy.

WHY CRESCENDO

EVPassport evaluated Intercom Fin, Ada, Forethought, and building in house. **Crescendo stood out for its hybrid approach, where AI is always backed by human experts, not a set and forget AI agent.**

During evaluation, Crescendo's voice and chat AI agent (CX Assistants) ranked best in class, and intuitive demos sped up internal sign-off and prepared the team for quick deployment. Crescendo also brings deep customer experience DNA with a worldwide team of AI powered CX professionals who can handle escalations and hand-offs when needed. A true people plus technology combination built for quality and scale.

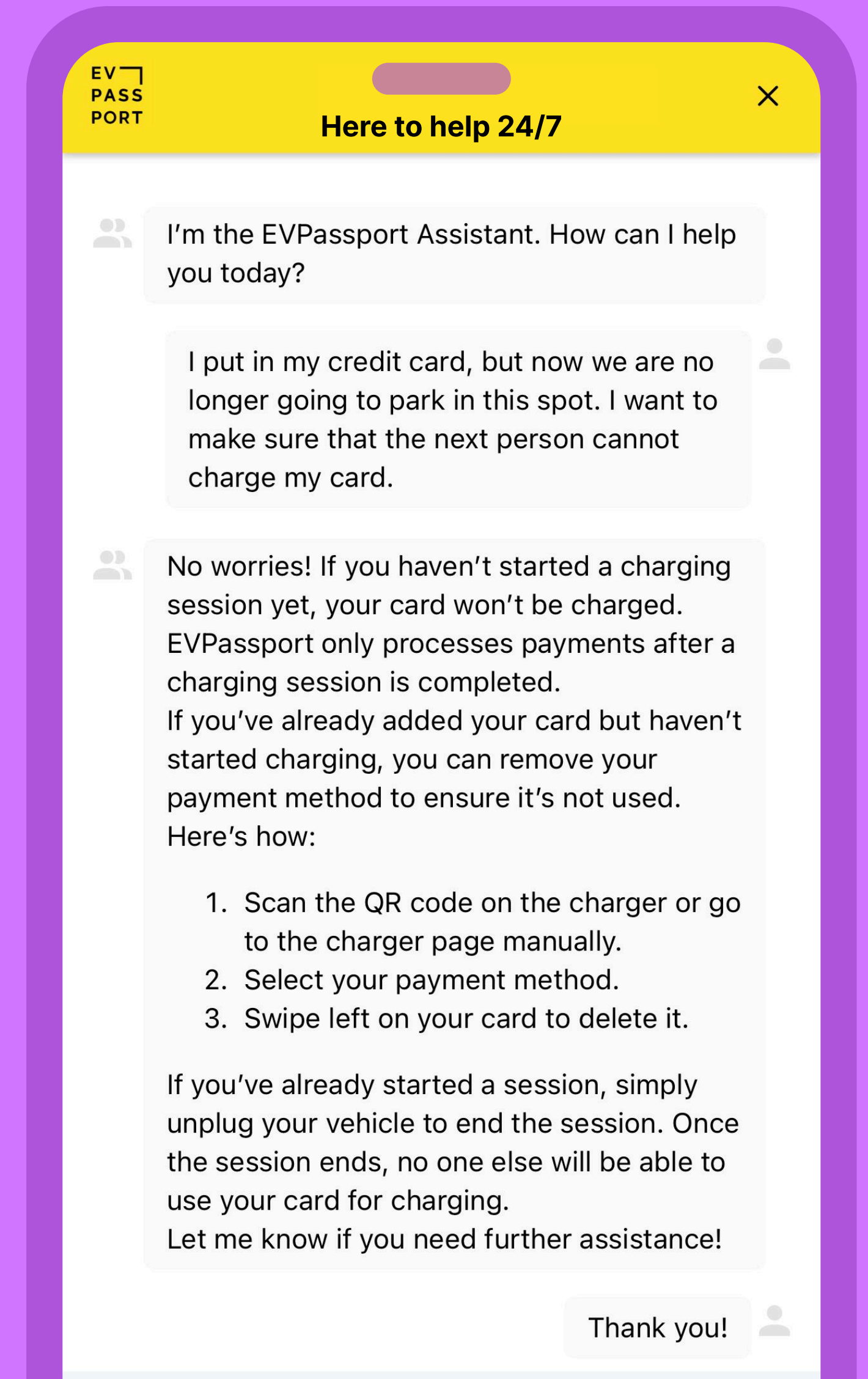
THE AI + HUMAN STRATEGY THAT CLOSED THE DEAL

- Best-in-class voice and chat AI agents with seamless human handoff
- Fully-managed AI tuning and optimization
- People depth at scale: thousands of CX professionals powered by AI.

“YOU ALWAYS NEED AI TO BE BACKED BY PEOPLE.”

“This is not a set-it-and-forget-it technology, and that’s what makes it brilliant. You always need AI to be backed by people. You also need constant iteration based on customer experiences. That’s what you get with Crescendo, and that alignment helped us choose them—hands down.”

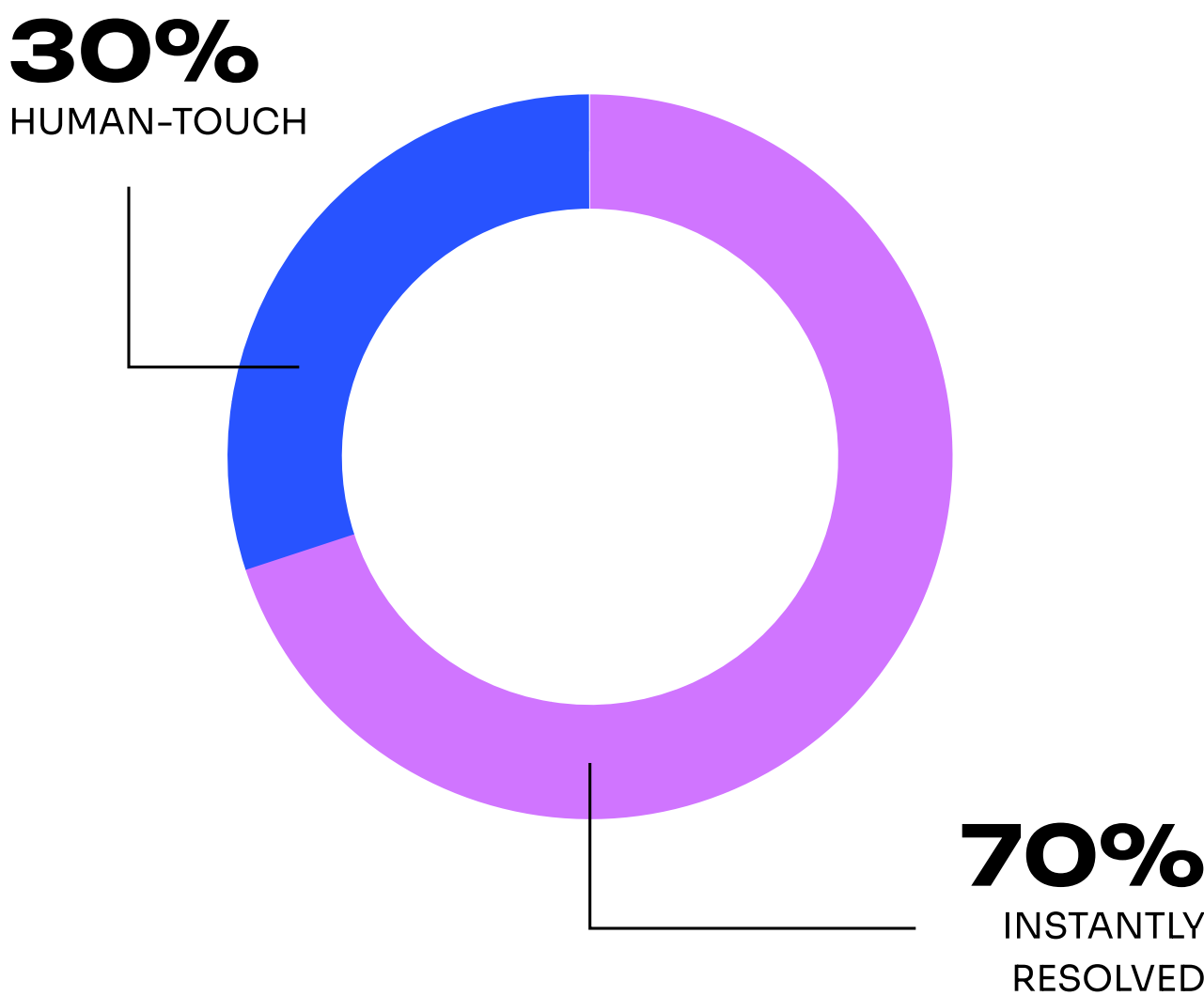
Cass Sapir,
AI Lead, EVPassport



SOLUTION

On time. On budget.

EVPassport and Crescendo moved from kickoff to go live in 33 days. A focused joint team completed scoping, data ingestion, configuration, and agent training, then launched on schedule, exceeding delivery expectations. “They delivered on our timeline, on budget, and we were live the day we needed to be,” said Sapir. From day one, the CX Assistants handled both voice and in-app chat with accurate answers, while seamless handoffs to EVPassport’s team kept complex cases moving. As support demand scaled, Crescendo’s brand-aligned staffing grew alongside it, ensuring consistent human coverage at every stage.



Tier-1 support, including refunds, ran with full CRM context, and automated troubleshooting diagnostics began feeding insights to product and engineering. **With weekly reviews and clear playbooks, responses got faster and the model more precise, setting up measurable gains in support coverage, speed, and satisfaction.**

“We can count on Crescendo. Round-the-clock AI, round-the-clock people, and a partner who keeps improving with us. We are the most reliable EV charging network in the United States and the most advanced in using AI to deliver support, and Crescendo is making that possible.”

Cass Sapir,
AI Lead, EVPassport

IMPACT

Round-the-clock AI.

- In the first five months, support expanded from limited 8-5 business hours to true 24/7/365 coverage with seamless human handoff, improving resolution with every interaction.
- AI now resolves the majority of inquiries, holding near 70% instant resolution while keeping humans easy to reach. Human time-to-answer fell steadily during the ramp, now consistently holding under 30 seconds.
- Predictive CSAT climbed from roughly 40% at launch to about 70% and continues to rise. Customer service escalations that reached product and executive team members dropped to zero, returning focus time to leaders and reducing disruption across teams.

With Crescendo’s CX Insights, every support interaction is instantly read, analyzed, and classified to surface trends and make ongoing knowledge base improvements.

The insights are also informing product reliability work around live charger status, soft resets, and nearby charger guidance.

Building on their product support foundation, EVPassport is rolling out a new public website, with a Crescendo CX Messaging Assistant, to streamline prospect questions and convert new customers.

Partnership Philosophy

EVPassport sees 70% instant resolutions as the sweet spot.

Most drivers get fast, accurate answers from AI, while anyone who wants a person can reach one quickly. That balance defines quality support for their team. Continuous analysis of CX Insights tunes responses for greater speed and accuracy, while aligning with ongoing product improvements.