

A Mavenoid guide
to better support



How to get micromobility support right



in partnership with Joyride
and Micromobility

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The micromobility movement

Around the world, electric scooters, bikes, and mopeds are transforming urban life as we know it—and consumers can't get enough. Study after study shows that micromobility is here to stay, with statistics that speak for themselves:

- In a 2020 McKinsey survey, 70% of respondents said they were willing to use micromobility for their daily commute.
- As part of a bipartisan 2021 bill, the United States government allocated \$7.5 billion toward electric vehicle infrastructure spending to help combat climate change.
- Across Europe, the number of shared e-scooter, e-bike, and moped deployments tripled from 2019 to 2021, with 200% growth.
- In 2020, a staggering 600,000 electric bikes were sold in the United States—that's one every 52 seconds.
- According to McKinsey, the micromobility market may be worth \$300 billion to \$500 billion by 2030.



“Consumer expectations are changing. The era when you could just sell a scooter or e-bike and not provide assistance is quickly coming to a close. Being able to really nail support is integral to ensuring you stay on mission and don’t get totally distracted during scale-up.”



Oliver Bruce

Host of The Micromobility Podcast



“Do not view customer service as unnecessary. It’s a cost of doing business, and one that directly affects your bottom line. You can view it as just another expense, or as a mechanism for customer retention and growth.”



Andrew Miles

Head of the Joyride Alliance and Partnerships
at Joyride

There's no denying that the future is looking bright for micromobility entrepreneurs. But in an ultra-competitive industry, companies have to be highly strategic as they scale. Beyond manufacturing excellent vehicles, they must also offer superb micromobility support—otherwise they risk stalling growth, jeopardizing user safety, facing lawsuits, ruining brand reputation, hurting their bottom line, and crashing and burning in the customer experience era.

In this guide, we'll share five proven strategies for providing exceptional micromobility support, along with testimonials from two industry experts: Oliver Bruce, host of [The Micromobility Podcast](#), and Andrew Miles, Head of the Joyride Alliance and Partnerships at [Joyride](#).

Ready to get moving? Let's go.

Strategy 1: Offer self-service solutions

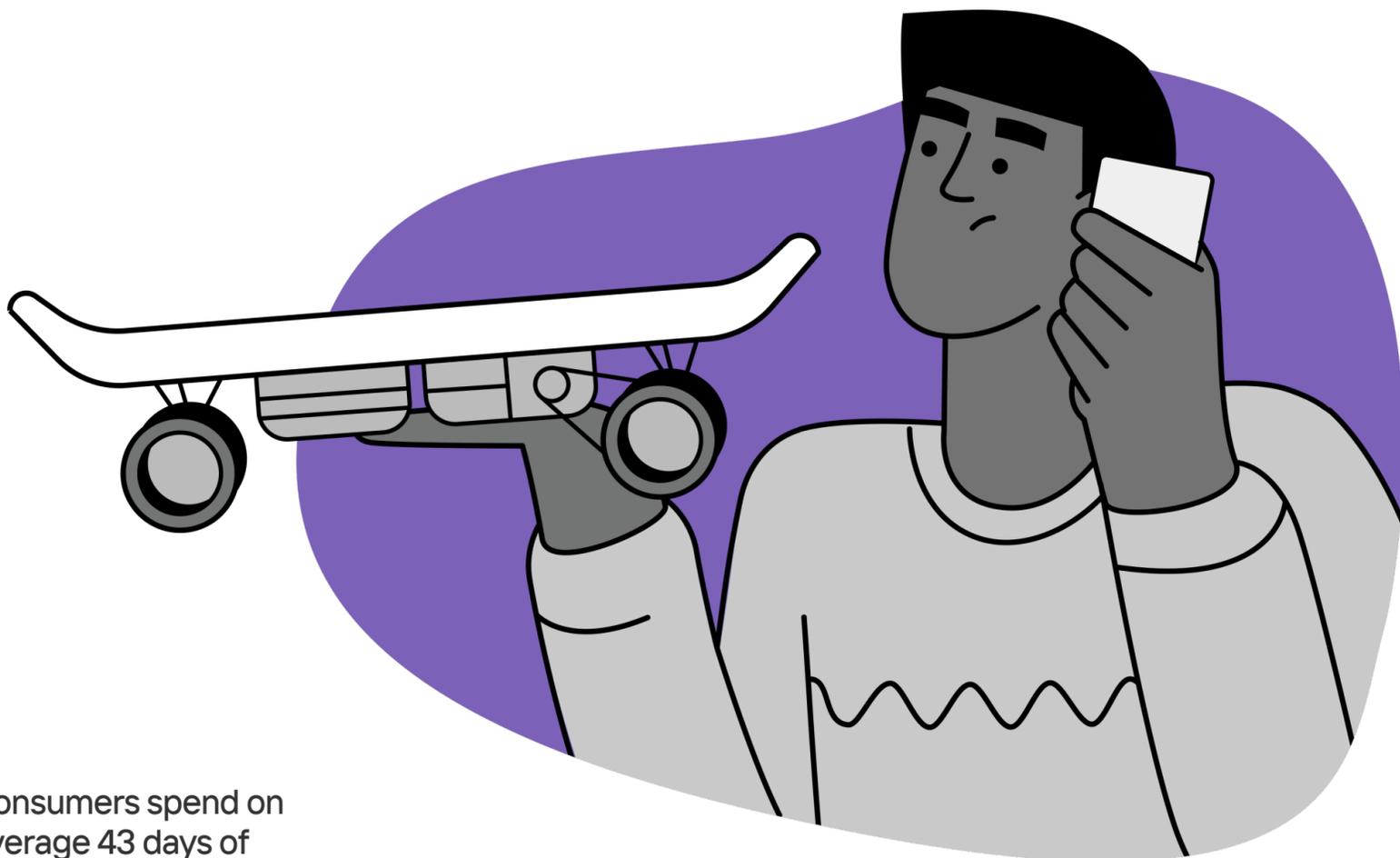
When it comes to providing stellar micromobility support, relying on manpower alone isn't a sustainable option. No matter how savvy or sociable your human agents are, they have inherent limitations.

After all, there are only so many agents available to assist customers at once, which can lead to lengthy hold times and widespread dissatisfaction. Did you know that the average consumer spends a staggering 43 days of their life waiting on hold when calling support? That's not exactly the recipe for an excellent customer experience—especially when user safety may be on the line.

In Mavenoid's micromobility survey, we discovered that the biggest problem segment for electric vehicles is functional issues (e.g. trouble with brakes, acceleration, batteries, or ending a ride).

Speaking from experience, Joyride's Andrew Miles shared that customers often contact scooter operators to report mechanical problems. "It's vitally important that issues like that are addressed quickly," he explained. "Otherwise, the operator could be leaving a future rider susceptible to injury, and their company open to litigation."

"At the end of the day, micromobility vehicles are just that: vehicles," added Bruce. "If things go wrong, people get hurt. It's imperative that vehicles are well-maintained and supported so they can be used safely. A few bad press articles about your product can really harm your bottom line, so reducing risks is really important."



Consumers spend on average 43 days of their lives on hold

Beyond increasing customer satisfaction, self-service solutions also boost productivity among support teams by taking simple and repetitive tasks off of agents' plates.

In analyzing 8,000+ support tickets across 12 different product categories, Mavenoid found that support teams spent a staggering 78% of their time troubleshooting. The writing is on the wall: constant troubleshooting is a waste of time for human agents.

"Many customer service inquiries are mundane and quick to address, requiring limited troubleshooting," explained Miles. "Human agents shouldn't spend time on those issues—that's a cost that can easily be avoided."

Fortunately, this is where self-service solutions pay off. "Automating a customer's ability to solve their own problem quickly and conveniently eliminates that customer service labor cost and frees up valuable time for agents to address more pressing customer issues," said Miles. "Minimize the molehill issues through self-service and in-app automation so you can free up your customer support team for the real mountain issues."

Tools like intelligent product assistants simultaneously expand your support capabilities and improve customer satisfaction, empowering customers to independently resolve issues whenever and wherever they want. Rather than waiting on hold, users can instantly access any information they need in the moment—then click away feeling accomplished, not aggravated.

It's no secret that easy, instant solutions are everything in the modern era. According to Harvard Business Review, 81% of customers first attempt to take care of matters themselves before reaching out to a live customer service representative—and Statista studies show that 89% percent of U.S. consumers expect companies to have an online self-service support portal.

What's more, 33% of U.S. customers would consider switching companies immediately following a single instance of poor service. The bottom line for micromobility businesses? If you don't offer self-service, customers can easily seek out a competitor that does—so choose wisely.



“Minimize the molehill issues through self-service and in-app automation so you can free up your customer support team for the real mountain issues.”

Andrew Miles
Joyride

Strategy 2: Provide in-app accessibility

When something goes wrong with a micromobility vehicle, customers need instant solutions at their fingertips—otherwise, they could wind up quite literally stranded. That’s why in-app support is so essential.

“More and more, customers interfacing with mobile application services want their needs met within that native app,” explained Miles. “Providing a clear in-app communication channel is vital to minimizing customer frustrations. Putting up barriers, rerouting that communication, or ignoring it altogether can not only lead to a loss of customers, but also bad publicity online and in app store marketplace ratings.”



Take the e-bike rental company Bicelo, for example. As an early-stage startup without dedicated support agents, Bicelo needed a support solution that would give their customers the self-service tools needed to independently resolve issues. To achieve that goal, they partnered with Mavenoid and built their support solution from the ground up.

Implemented in less than three weeks, Mavenoid instantly saved Bicelo and their customers a significant amount of time and effort. Custom-built to enhance the customer support experience, Mavenoid's product assistant expertly guided users to self-solve technical problems while also analyzing what Bicelo customers needed help with to ensure continuous improvement.

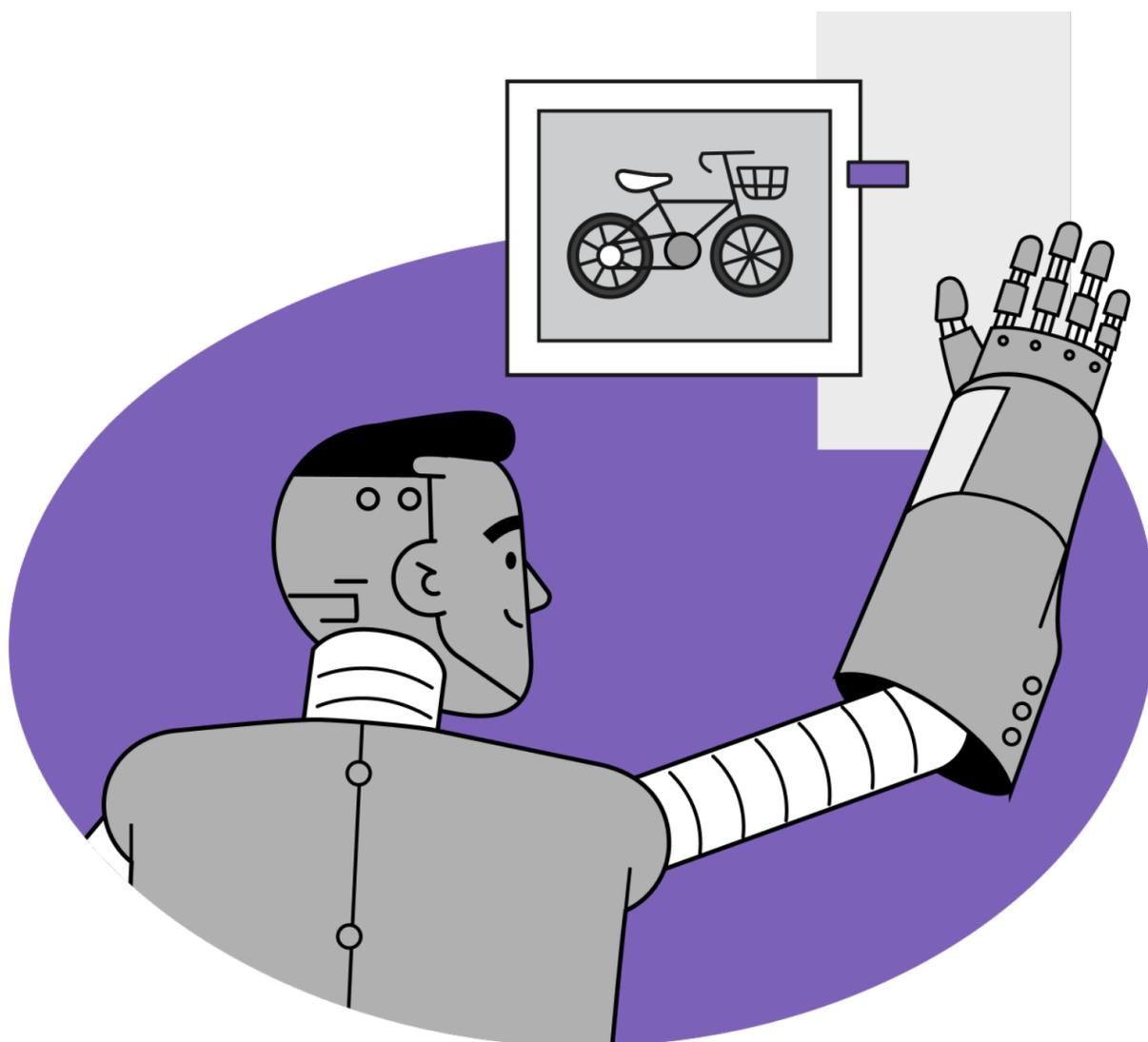
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Andrew Miles

Joyride

With Mavenoid, Bicelo was able to automate over 80% of their customers' support requests—providing in-app customer support where and when users needed it most.

In a competitive market, other micromobility companies would be wise to invest in developing reliable in-app support channels as well. However, support teams shouldn't feel obligated to build every solution in house. "Don't try to do it all yourself," advised Bruce. "Developing effective support solutions is a heavy task, and very hard to get right in the midst of other pressing demands. I always encourage micromobility companies to have the right partner for this journey."



Tip 3: Speak your customers' language

Micromobility is a growing global industry, and market expansion presents a promising opportunity for businesses to introduce their vehicles to entirely new pools of prospective customers.

However, it also comes with inherent challenges. Modern micromobility companies can't successfully expand into foreign-speaking markets without one key innovation: multilingual support. Studies show that 70% of customers feel more loyal to companies that offer support in their native language—so ignoring the multilingual support imperative can have major consequences.



70% of customers feel more loyal to companies that offer support in their native language

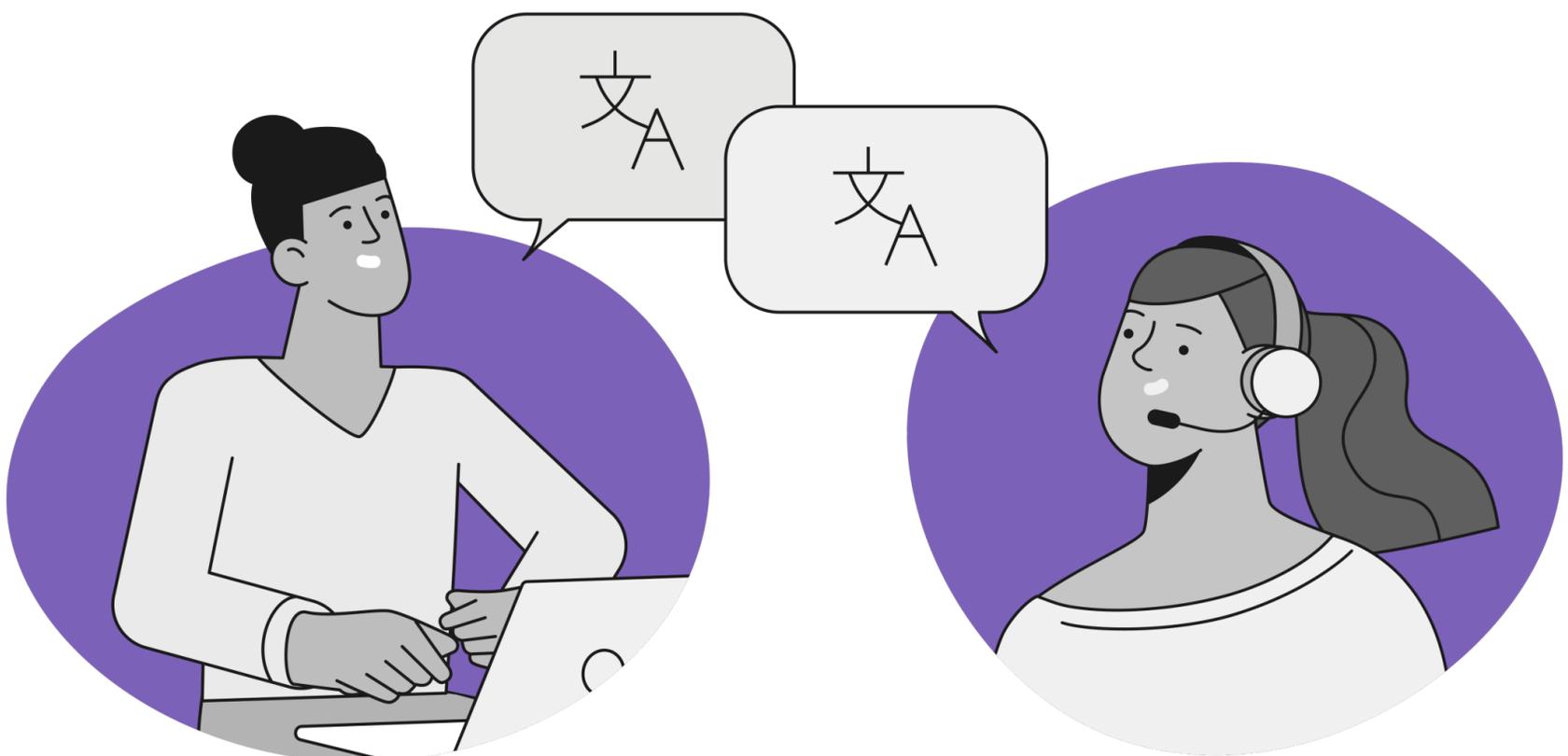
Without multilingual support, foreign-speaking customers will inevitably hit a wall. They won't be able to resolve their issues due to the language barrier. Frustrations will crop up. Churn will increase. Retention will become a recurring challenge in foreign markets. A survey by Intercom found that 29% of businesses have lost customers because they don't have multilingual support. The bottom line: Don't be one of them.

You may be wondering how to address the need for multilingual support when scaling. While hiring foreign-speaking agents is an option, it's not a smart or sustainable one. Adding more people to your payroll can be extremely costly, and constantly burning cash on new employees isn't the best solution as you scale. Instead of increasing headcount, micromobility companies can use this opportunity to integrate more automated solutions into their tech stack, like modern tools that provide multilingual support in dozens of languages. By helping you effortlessly speak your customers' language, smart tech solutions empower your company to offer an excellent customer experience as you expand globally.

"Given their low cost, low levels of regulation, and relative ease of import, micromobility vehicles often find unusual niches," said Bruce. "Micromobility users are all over the world, in many different time zones. Being able to support your users wherever they are is really important, and finding an appropriate support partner can help massively with this."

Of course, the required level of multilingual support will vary depending on your territories of operation. “If you’re operating a scooter share in Billings, Montana, chances are English will be the first language of every customer. However, if you’re operating in El Paso, Texas, many of your target customers would likely appreciate having support in Spanish as well as English,” explained Miles. “This conversation becomes even more vital if you’re multinational in territories like Europe or Asia-Pacific.”

Remember: At the end of the day, customers want to do business with companies who move beyond lip service and put brand promises into action. One way you can make a great impression is by speaking their language as you scale.



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Oliver Bruce

The Micromobility Podcast

Strategy 4: Reduce your response time

Picture this: a chief technology officer wakes up in the morning and eats breakfast, energizing for the day of important meetings that lies ahead. They head outside and hop on their electric bike to commute to the office—but it won't turn on. Today of all days, they can't be late to work.

Panic rising, they open your app and search for a customer support button—to no avail. Frustrated, they dial the customer support number listed at the bottom of your website...and wait for 45 minutes on hold. Does that sound like a recipe for excellent customer retention? We didn't think so.

Micromobility companies are renowned for being on the cutting edge of innovation—so they can't afford to stay stuck in the past when it comes to customer support.

Streamlined support solutions are a must in the modern era. By reducing your response time, you can decrease customer churn and instill users with a strong sense of brand trust: two things that matter a lot in the long run.

“When it comes to scaling in this industry, customer acquisition and retention are the name of the game,” emphasized Miles.

“Losing acquired customers due to a poor, slow, or nonexistent customer service experience can lead to major annual revenue hits to the bottom line.”

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Andrew Miles

Joyride

Strategy 5: Leverage a hybrid support model

Customer support isn't one-size-fits-all. Rather than limiting micromobility support to only one or two channels, companies should implement a hybrid support model: simultaneously leveraging multiple channels to provide the right level of support at the right time.

"Micromobility vehicle problems can be addressed in many different ways," added Bruce. "Users no longer just expect a FAQ page, though that might work for some cases. They want to be able to ring up a company or have someone help remotely diagnose their issue using images. Having multiple channels helps brands cater to the many ways that users need support."

A mainstay of modern product support, the hybrid model offers welcome flexibility—meeting customers where they are through a variety of tools including self-service assistants, AI feedback loops, and live video support.

By leveraging smart technology and people, micromobility companies can reap the benefits of both. Solutions like AI offer speed and cost savings, seamlessly resolving simple issues that would otherwise waste your support team’s time. Meanwhile, human agents provide a personal touch for users who prefer this option—and can expertly tackle tickets that require more in-depth troubleshooting. The end result? A foolproof strategy that brings the customer experience full circle.

In a consumer insights study conducted by Google, 80% of successful businesses said anticipating customer needs and providing assistive experiences along the customer journey is critical to growth. The bottom line is clear. To get ahead, micromobility companies must accommodate an ever-evolving array of customer preferences—meeting people across a variety of support channels to provide the best service possible.

“Omnichannel support is key. Society no longer relies solely on phone calls for communication. You have to go where the customers are.”

Andrew Miles

Joyride

Scale smartly with Mavenoid

The micromobility industry is cruising at full speed, without signs of slowing anytime soon. To stay ahead of competitors, companies must invest in providing excellent customer support that keeps riders safe, satisfied, and continuously coming back for more. Mavenoid is here to help with that mission.





Try Mavenoid for yourself

Purpose-built to support users of physical products, machines, devices, and gadgets, we power tech support for the world's most innovative brands—from scaling startups to leading enterprises.

Ready to supercharge your micromobility support with Mavenoid?

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