Designing service. Shaping success.

Bosch Service Solutions delivers exceptional levels of customer satisfaction with smart digital transformation.
“We are service designers driven by our passion to deliver seamless, exceptional customer experiences – architects of services created to delight your customers."

Robert Mulatz, Executive Vice President Sales and Marketing
Today’s customer demands high-quality customer service. They expect tailored, individual service that is proactive and consistent across all channels.

There are great challenges and boundless opportunities to provide customers with exceptional service. Intelligently designed interactions provide helpful data and an opportunity to engage with, excite, and impress customers.

The ability to deliver customer service becomes a definitive competitive factor. Effective support drives customer loyalty and sales revenue. Through Bosch Service Solutions digital transformation support, clients have been able to expand their business and success.

Your company needs a partner who can deliver innovative and efficiently designed services from a holistic viewpoint.

We want to be your Service Design partner.

Can you turn customers into fans?
Add value and set your company apart from competitors with customer service support that is as well thought through as your product.
We love great service as much as your customers do.

For us, good service design is bespoke to your business. We approach each project with an attitude of innovation.

Like all passionate designers, we strive to deliver new approaches and set higher design standards. We don’t design iconic products; we design best-in-class intelligent services.

Service involves all the interactions between you and your customers. Intelligent services are those that generate the greatest benefit with minimal customer effort. AI-based automation makes them user friendly and delivers a consistent user experience.

We do not, however, reinvent the wheel every time: We use a wide array of existing processes and technologies to quickly and efficiently customise solutions as unique as your business.

Service Design from Bosch
- Transformative
- Holistic
- Creative and innovative
- Fast, efficient, and bespoke
In a strategic partnership with our clients, we design good service in three steps.

Our design process identifies clear, deliverable objectives. We focus on holistic solutions that benefit your customers and your company. Each innovation should result in a win-win outcome.

We analyse your business goals, processes and customer expectations to discover and identify new opportunities. We select the technologies and ideas, with the greatest potential for optimisation, innovation, and transformation.

On this basis, we create a blueprint for tailor-made solutions and develop the appropriate technical infrastructure.

We conduct feasibility studies and demonstrate viability before rolling out the solutions. We also develop modular innovation concepts to achieve your vision of the future; always with measurable added value and always based on a win-win solution.

Service Design from Bosch works
▶ By understanding customer needs
▶ Adding value to deliver your business objectives
▶ With enhanced customer experiences
▶ Based on win-win business models
We deepen your connection with your customers.

Our CX Suite offers everything you need to quickly and efficiently implement service solutions that will amaze your customers.

The CX Suite is a toolbox of well-coordinated modules that enable simple and needs-based development and implementation of services. The employed technologies and processes are state-of-the-art, allowing for an agile approach, and combined they create new service worlds and business models.

Our CX Suite has two significant benefits. Only the modules you need are integrated into your systems, and modules are streamlined on an ongoing basis with feedback from a wide variety of projects and industries.
The Bosch Group works with the best partners. Each is the ultimate expert in their area of specialisation. Partnering with them creates a comprehensive customer experience no single company can provide.

Our combined capabilities provide advanced solutions in cutting-edge areas of automation, CRM, and interaction with IoT technologies.

Their areas of expertise include business process management, customer interaction management, automation, and artificial intelligence (AI).

We’re honored to have such extraordinary partners who share our drive to innovate and expand their products and services.

Our valued partners include:

Well-trained, motivated employees are critical to providing customer service. They represent your company brand.

Bosch-trained service experts enjoy an excellent reputation. We operate a comprehensive talent management system. Our numerous training activities and individual development opportunities inspire and develop the best minds. The results are low staff turnover rates creating stable teams of experienced service experts. Bosch teams have high levels of communication skills and consistently deliver high-quality customer communications.

Service Design from Bosch
- State-of-the-art technology
- Use of modular technology
- Highly qualified service experts
- Strong partner networks
Rely on us. Bosch knows customer service.

As a specialist in business process outsourcing, we have the expertise and skilled resources to develop and implement a range of processes and types of service. As service designers, we strive to deliver best-in-class results.

We have many years of experience developing outstanding services across a wide variety of industries. These include integrated services involving diverse technologies, infrastructures, and skills that create unique customer experiences and unlock business potential.

We offer unique global, digital capabilities from automotive to IoT. We can develop simple to complex services for you and build each service so it can scale. We have the expertise, qualified resources, and know-how to implement these efficiently and operate them successfully.

Our primary mission is driven by our passion to improve customers’ lives. We design services, or entire service eco-systems that create added value, future-proof your company, and improve the lives of your customers.

Service Design from Bosch
- Cross-industry experience
- A unique digital footprint
- A global network
- A passion for service
## Our services

### Customer experience services
- CX delivery
  - Customer service
  - Sales & marketing
  - Technical support
  - Customer loyalty & retention
  - Social media management
  - Reputation management
- CX technology suite
  - Omnichannel communication
  - Knowledge management
  - Workflow management
  - CRM systems
  - Intelligent automation
  - Artificial intelligence
  - Self service
  - Data analytics
- CX consulting
  - Voice of the customer
  - Customer journey mapping
  - Discovery & service analysis
  - Service Design

### Mobility services
- Services
  - eCall
  - Emergency assistance
  - Concierge services
  - Stolen vehicle services
  - Roadside assistance
- Integrated solutions
  - xCall management
  - Accident management
  - Fleet management
  - Vehicle & occupant care services
  - Aftermarket telematic services
  - Workshop support services
- Software
  - Training management software
  - Vehicle logistics management software

### Monitoring services
- Connected buildings
  - Alarm monitoring
  - Video monitoring
  - Heating & energy monitoring
  - Remote services and technical support
  - Critical incident management
- Bosch Elevator Cloud
  - Elevator monitoring
  - Elevator emergency call
  - Inspection
  - Hazard assessment
- Connected logistics
  - Real-time tracking & tracing
  - Mobile security for driver, fleet & cargo
  - Monitoring of freight condition
  - Tracking device management
  - Logistics dispatch management software
  - Bosch Secure Truck Parking

### Business services
- IT services
  - IT service desk
  - IoT device helpdesk
  - TrustCenter
  - IT solutions
- Supply chain management
  - Direct purchasing solutions
  - Delivery planning & controlling
  - Order desk
  - Master data management
- Back office services
  - Training management
  - Travel management
  - Marketing and media agency services
  - Business process management
- Intelligent automation
  - Automation consultancy
  - Automation training
  - Automation as a service

*Our services*
Success Stories
Let’s write one together.

eCall – Joint pioneering performance

Background and challenges
- A premium German motor vehicle manufacturer wants a premier roadside assistance programme. The idea of eCall is born.
- With its proven expertise, and experience in the security services market, Bosch Service Solutions is the perfect partner.
- eCall requires both 100% secure data transmission and service coverage provided via a comprehensive local partner network.
- eCall must offer assistance in the native language of customers traveling abroad.

Approach and solutions
- Bosch builds a worldwide mobility service platform and creates a local partner network (hospitals, police, fire brigades).
- Mentally resilient service experts with language skills contact the vehicle occupants and coordinate rapid assistance together with the local partner network.
- The driver is addressed in the driver’s native language and the emergency call communication is in the national language of the scene of the accident.

Results and benefits
- Established in 2012, in six EU countries, the eCall service is currently deployed globally in 50 countries.
- Guaranteed until 2038, eCall service is updated regularly with service-area expansions and added connected-car services.
- Today: eCall is one of the leading products in the roadside assistance market with over 20-million connected vehicles.
Background and challenges
▶ Around 60% of elevators are over 20 years old and do not support internet-based access.*
▶ This results in many inefficient, delayed, or even unnecessary service calls to validate malfunctions.
▶ Maintenance work is carried out according to fixed maintenance intervals regardless of actual use.

Approach and solutions
▶ We designed and developed the Bosch Elevator Cloud. It combines services from monitoring and maintenance optimisation to emergency calls and passenger rescues.
▶ Bosch created a retrofit-able sensor box which can be installed quickly as a manufacturer-independent, plug and play solution.
▶ Our team eliminated inefficient operating parameters. Through a combination of hardware, software, and service, malfunctions can be detected promptly enabling fast response times for emergency maintenance.

Result and benefits
▶ We created a system with real-time data investigation, immediate evaluation via the cloud, and direct intervention from local partners.
▶ Cost savings are achieved via a reduction in downtime and emergency callouts through efficient implementation of maintenance and repairs.
▶ In the future: Use of data for predictive maintenance services and the potential expansion of services to heating and air conditioning systems.

* Applies to Germany, Austria, Switzerland.
Combating theft with IoT

Background and challenges
▶ A well-known tyre manufacturer has direct contact with its end customers for the first time thanks to Europe-wide product consulting.
▶ Providing the service is extremely complex because of the number of systems used and unstructured data.
▶ Service design improves overall customer and employee satisfaction.

Approach and solutions
▶ We designed a complete, high quality IoT based security system that monitors goods transportation worldwide.
▶ Use of complex sensors for monitoring doors, lights, vibrations, tilt angles, accelerations, and temperature and humidity values.
▶ Processing and enhancement of data in a highly resilient control centre network featuring redundant security measures.
▶ Management measures tailored to individual customers with input from local investigative authorities.

Results and benefits
▶ Fast detection of tampering prevents far-reaching consequential damage.
▶ A combination of sensors, software, and service ensures security.
▶ An effective system deters criminals, minimises negative financial impact, and enhances the customer’s reputation.
▶ The creation of a universal application, across all supply chains.
▶ Integration of the developed security system into the processes of 4PL logistics service providers.

Prevention of drug smuggling in the multi-million euro zone each year

Security for transported goods valued at approx. 58 million euros annually (plus liability losses)

After 3 months: enhanced customer reputation with the customs authorities
### Automotive

**Efficiency as a service**

**Background and challenges**
- A well-known tyre manufacturer has direct contact with its end customers for the first time thanks to Europe-wide product consulting.
- Providing the service is extremely complex because of the number of systems used and unstructured data.
- Service design improves overall customer and employee satisfaction.

**Approach and solutions**
- Developed a central business process management platform and integrated all its current systems into a standard user interface.
- A contractual commitment to enhancing efficiency and process optimisation based on applying technology.
- Optimised processes to create a user-friendly interface for customer interactions.
- Automated repetitive, rule-based processes via robotic process automation.
- Transformed previously unstructured data into structured data.

**Results and benefits**
- Enhancement of the customer experience through the reduction of processing and wait times for end customers.
- Improvement of the service-side user interface through a reduction in complexity and the elimination of potential errors.
- Increase of data quality enabling analysis of customer requirements and implementation of refined targeting measures for greater sales and customer satisfaction.

### Tourism

**Less is more**

**Background and challenges**
- A premium programme, with 35 million participants, 27 airlines, and 270 partner companies, including hotels, financial services, and lifestyle brands.
- Its complex and opaque legacy-system could not be expanded or scaled to add new capabilities.
- A short lead-time required a prompt and effective project implementation; “six months for the complete project”!
- Clear target: greater transparency, higher quality, and process efficiency.

**Approach and solutions**
- Designed and development of a multi-channel cloud platform based on Salesforce and Genesys.
- Implementation of an MVP (Minimal Viable Product) and activation of a first contact channel (e-mail) in only six weeks.
- Created a system of management for the entire global service network (including their service locations and those of partner service providers).
- Delivered a cross-partner IT service landscape with a capacity for more than 1,000 service staff.
- Created a CRM ‘as a service’ model—reduced the complex infrastructure landscape and provided a system that all partners can access.
- Improved the company’s records transparency regarding previous customer issues and contacts; improving the user experience and efficiency of service staff.

**Results and benefits**
- One **integrated platform** for the entire global supplier’s service network.
- 35% reduced on-hold time
- 33% lower average handling time (previously 89%)
- 97% recorded cases
- 1 day shorter agent training
**Telecommunications**

Higher customer satisfaction thanks to a significant increase in “speed to answer” and reduction of hold times.

**Background and challenges**
- A complex system included four tiered services with more than 2.2 million events in the front office, on ten different systems.
- Diagnoses had to be manually activated during customer contact and repetitive tasks manually processed.
- Poor first-call resolution (FCR), average handling (AHT), customer satisfaction (NPS), and cost-efficiency.

**Approach and solutions**
- Identification of automation and self-service potential of all front and back-office processes.
- Creation of a Service Design concept with various opportunities for potential automation and technology applications.
- The partial automation of customer processes (five out of eight processes) via bots, and an introduction of decision trees.
- A significant part of the front office was fully automated, with service agents carrying out the verification and approval of bot decisions.

**Results and benefits**
- The reduction of average handling time (AHT) by 20% per case and significantly increased overall customer satisfaction.
- Bosch improved transparency regarding customer concerns and history for the company and its service staff.
- Ready for roll out: omnichannel solutions with “intelligent interactive voice response” and a virtual assistant.

> 50% automation in the first step

Reduction of AHT by **3 min**/case

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**Insurance**

The fastest mobility insurance

**Background and challenges**
- An insurance company insures 15,000 Bosch fleet vehicles in Germany.
- A breakdown service is included, but it’s suboptimal with a waiting time of up to 2 hours.
- The company turns to Bosch Service Solutions due to its service design competence and experience in breakdown

**Approach and solutions**
- Bosch creates a concept for a digital breakdown service.
- Integrated the digital partner network with the existing Bosch Mobility Service platform.
- Delivered the service via experienced mobility service experts.

**Results and benefits**
- Moved from conception to service adoption in only two months.
- The company is now on par with the service times of leading automobile clubs.
- As a result of its innovations in digital breakdown services Bosch Service Solutions has successfully secured new accounts with several automotive customers.

Reduction of waiting time by **>75%**

Digitalisation of the entire service chain in **8 weeks**
Do you want to change the service world? Excellent, we do too!

*Technology for life* is Bosch’s motto. Our foundation of exceptional engineering skills combined with our desire to drive continuous improvement leads to award-winning innovation.

We see ourselves as contributing architects of a better future.

In 2016 we began leading the development of advanced technologies to improve our customers’ service approach. Our applications of robotic processing automation (RPA), and AI has led us to be selected for prestigious industry awards and receive the highest scores from analysts and market analysts.

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### People

- **2020 | German Stevie Awards**
  Winner in the Team of the Year category in the area of customer service

- **2017 | CCV Quality Award**
  Winner in the employee orientation category

### Technology

- **2020 | German Stevie Awards**
  Winner of the Best New Business Technology Solution – Platform as a Service solution category

- **2018 | Frost & Sullivan Technology Leadership Award** for the customer management Business Process Outsourcing (BPO) sector in Europe – for the use of RPA

- **2016 | SSON Shared Services & Outsourcing Excellence Awards**
  Special “Robotics” prize for pioneering work in RPA

### Processes

- **2020 | Frost & Sullivan**
  *Winner* of the Frost Radar™ Best Practices Award for Innovation Excellence in the European Customer Experience Outsourcing Services Market

- **2020 | German Stevie Award**
  *Winner* in the best technical support category: strategy and implementation

- **2015 | Social CRM Award 2015 of the University of St. Gallen**
  Holistic social media service award for inspiring customer experience