



## Bosch wins Social CRM Award **Holistic social media service honored** For an inspiring customer experience

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- ▶ Expert jury praises technical and international networking of the Bosch business sectors
- ▶ 99 percent of all posts are responded to within 3 hours
- ▶ Issues are solved and not merely processed

Frankfurt am Main, Germany – Bosch has been honored with the Social CRM Award 2015 by the University of St. Gallen, Switzerland, for the "Bosch Listen & Command" project. In the context of the central Customer Experience Management project, Bosch developed a comprehensive and consistent digital strategy for the Bosch Group in 2012. The award-winning sub-project "Bosch Listen & Command" pursues the objective of ensuring the efficient processing of all social media posts. Today, 99 percent of all posts and inquiries are responded to within three hours.

Monitoring, processing and evaluation of the social web and international social media activities is the task of the Bosch Service Solutions unit. "Thanks to our 30 years of experience as an international communications service provider, Bosch customers benefit from expert support. We provide fast, solutions-oriented communication and therefore an inspiring customer experience worldwide," says Robert Mulatz, senior vice president of Bosch Service Solutions.

The jury based its decision on the fact that, despite its many different business sectors and its wide-ranging product portfolio, Bosch successfully mastered the balancing act between standardized global communication and regional specificities. "We cordially congratulate Bosch on the award. The technical and international networking of all the Bosch business sectors, which creates a common understanding of current customer requirements and issues, was what convinced us in particular," explains jury member Dr. Reinhard Jung, professor for Business

Engineering and responsible for the Social CRM Competence Center at the University of St. Gallen.

Bosch has a trained team of in-house employees who professionally respond to and resolve issues relating to posts and service inquiries, for example on Facebook and Twitter. "Our social media experts ensure personal and qualified communication around the clock. We currently offer the service worldwide in 15 languages from six regional locations. To ensure a top-class customer service, all the locations are networked and operate with the same IT infrastructure according to standardized processes," says Andreas Goettl, Head of Global Account Management at Bosch Service Solutions, who is responsible for supporting the internal Bosch customers.

### **About the Social CRM Award**

The Social CRM Award has been bestowed for the second time this year. The award-giving ceremony took place during the Business Engineering Forum in Zurich. The Social CRM Award of the Competence Center at the University of St. Gallen honors companies who successfully position themselves through an innovative approach to customer relationship management (CRM) via social media. An independent jury of scientists and experts from the field carry out the assessments.

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#### *About Bosch Service Solutions:*

*Since starting out as a monitoring center with communications services in 1985, Bosch Service Solutions has today become a leading solutions provider in the field of business process outsourcing for complex technology-driven services. Bosch Service Solutions is a business unit based in Frankfurt am Main, Germany and belongs to the Bosch Security Systems division. From January 1, 2016, it will be managed as an independent Bosch division.*

Further information is available online at [www.boschservicesolutions.com](http://www.boschservicesolutions.com)

*The Bosch division Security Systems is a leading global supplier of security, safety, and communications products, solutions and services. More than 12,400 associates generated sales of 1.5 billion euros in fiscal 2014. Protecting lives, buildings and assets is our aim. The product portfolio includes video surveillance, intrusion detection, fire detection and voice evacuation systems as well as access control and management systems. Professional audio and conference systems for communication of voice, sound and music complete the range. Bosch Security Systems develops and manufactures in its own plants across the world.*

Additional information can be accessed at [www.boschsecurity.com](http://www.boschsecurity.com)

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of 49 billion euros in 2014.\* Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."*

Further information is available online at [www.bosch.com](http://www.bosch.com) and [www.bosch-press.com](http://www.bosch-press.com), <http://twitter.com/BoschPresse>.

*\*The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.*