



Digital Communication Awards 2017 Bosch wins in the category of Social Customer Service

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Internal social media management at Bosch, which bears the name "Bosch Listen and Command", has already won several awards. Another high-profile trophy has now been added to the success story: in a ceremony held in Berlin, the service was presented with the international Digital Communication Award in the category of Social Customer Service.

Above all, Bosch Listen and Command is characterized by efficiency and a globally uniform service that takes regional circumstances into account. The service is backed by an international team of social media experts in seven locations, who deal with contributions and service requests in 27 languages. More than 45 social media channels are managed. Global service from a single source delivers high synergy through the use of uniform contact lists and knowledge databases.

Early detection of trends and problems

The service is provided on Facebook, Twitter, Instagram, LinkedIn, YouTube and App Stores. Social media experts monitor contributions, comments and inquiries around the clock. They produce reports on predefined key figures and so-called influencers. For Jan Gabriel, Head of Global Shared Services at Bosch Service Solutions, these are important instruments for gaining a better understanding of customers and their needs. "We listen and probe very carefully to identify attitudes to the brand, products and services from the inquiries and feedback we receive," explains Gabriel. "This gives us an early sense of trends and innovation." As part of issue management, employees monitor predefined topics and products and can inform their customers about potential problems at an early stage. The service is rounded off by a team of German and English language content managers. They produce copy and content for the digital platforms and social media channels.

The Digital Communication Award

The Digital Communication Award was established in 2011 by the Quadriga University of Applied Sciences. Since then, the Digital Communication Awards have become a standalone institution with a renowned international jury of specialists, gaining a reputation as Europe's prime award for digital communication. The jurors select outstanding projects, campaigns and innovative new ideas in the field of digital communication in 40 categories.