



From hotline to eCall service **Bosch Service Solutions celebrates its 25th anniversary in Magdeburg**

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Magdeburg - Bosch Service Solutions, the technology-based service provider, celebrates its 25th anniversary in the capital of Saxony-Anhalt. On April 24, 1997, the company officially opened its first service center in Magdeburg, at that time located in Lübecker Straße. Over the 25-year period, the location and the services offered have changed a lot, including the move to Otto-von-Guericke-Strasse near Magdeburg's main train station, the expansion of services and industries and exponential growth at the site. Starting with around 90 associates, Bosch Service Solutions now employs around 1,250 people in Magdeburg and is one of the largest employers in the region. The company now offers numerous services based on modern technologies such as automation and artificial intelligence, for example the Anysight intelligent heating monitoring system. The service provider's customers include car manufacturers, logistics companies and technology providers, as well as insurance companies and companies from the residential and real estate sector.

"We are proud to look back on 25 years of our service business in Magdeburg," says Marén Schulz, Bosch Service Solutions site manager in Magdeburg. "Our most important asset in providing effective customer service and thus success and growth are our associates, which is why we plan to celebrate our anniversary with them this summer."

First steps in the service center business

The beginnings of Bosch Service Solutions date back to 1985, when the company took over the first monitoring center services, for example for fire alarm and video systems, working out of Cologne and Frankfurt. In the early 1990s, Bosch expanded its portfolio to include more extensive customer services, such as consulting and scheduling tasks. A milestone was reached in 1997 with the establishment of the first "Communication Center" in Magdeburg, still trading under the name "Bosch Telecom Service Center" at that time.

A broad range of services from Magdeburg to the world

With its very first customers, Bosch Service Solutions demonstrated a great diversity in its service offering: hotlines for health insurance companies were part of its portfolio, as well as services for mail order companies or heating technology providers. In addition to working for various industries, the company also expanded its business internationally. Bosch Service Solutions expanded its presence into other European countries, such as Spain and the United Kingdom. It also meant that over the years, services in Magdeburg have increasingly been offered in various languages, not only in German but also in English, French and Mandarin. At the same time, the variety of communication channels also increased: while most services used to be provided by phone, customers now receive quick responses to their questions via social channels such as WhatsApp.

Pioneer in service innovations

"I'm excited about the number of technology-based services we've developed in recent years, making people's lives easier and safer," says Georg Wessels, who has been managing director of the Magdeburg site since its founding, as well as Head of European Business at Bosch Service Solutions since 2017. In 2002 Bosch expanded its portfolio in the area of monitoring services for logistics transport. Sensors monitor shipments with high commodity values, protecting against cargo theft. In 2012, Bosch introduced its eCall service. Sensors in cars or smartphones detect an emergency situation and establish a voice connection to a Bosch associate, who will request rapid assistance if needed. Today, millions of car, motorcycle and eBike users benefit from this. However, Bosch also demonstrates its capacity for innovation with new solutions that rely on automation and artificial intelligence (AI). For example, Anysight remote monitoring uses AI to detect heating failures at a particularly early stage and helps reduce energy consumption. The service assists with troubleshooting and monitoring contributes to a more climate-friendly building.

Captions:

Press photo #1: Since 2005, Bosch Service Solutions has been located at City Carré, near the Magdeburg's main train station.

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Press image #2: One example of innovative technologies and services from Bosch: with the help of AI, the Anysight heating monitoring system detects failures at an early stage.

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***Bosch Service Solutions** is a leading global supplier of Business Process Outsourcing for complex business processes and services. Using the latest technology and the Internet of Things, the Bosch division develops integrated and innovative service solutions in the areas of Mobility, Monitoring, and Customer Experience. Around 10,000 associates at 36 locations support national and international customers in around 40 languages, primarily from the automotive, logistics and pharmaceutical sectors as well as information and communication technology.*

Additional information is available online at www.boschservicesolutions.com