



## **Bosch Service Solutions enhances Customer Services with Salesforce**

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Business Process Outsourcing provider expands range of digitalization offerings for customer services

- ▶ Holistic Bosch approach focuses on customer experience, supported by use of technology
- ▶ B2B customers benefit from collaboration of both technology partners in outsourcing of complex business processes and customer relationship management
- ▶ Cooperation contributes towards implementing innovative services faster and more efficiently

Frankfurt/Main – Bosch Service Solutions, a leading global supplier of Business Process Outsourcing (BPO) for complex business processes and services, is working together with Salesforce, the global leader in Customer Relationship Management (CRM). Salesforce solutions will be used primarily in customer projects, where cloud solutions are implemented as customer services. Corporate customers will benefit from the expertise of both technology companies: Salesforce's leading CRM solutions and Bosch's many years of experience in optimizing service processes in various industries. The partnership will ensure rapid implementation of Bosch Service Solutions' high-quality customer experience projects.

### **Salesforce to deliver important building blocks for Bosch's all-in-one solution**

"Cloud technologies such as Salesforce solutions, in conjunction with other technologies, form one of the three building blocks of our service design method. In addition to technology, these are process expertise and the employment of qualified employees," explains Jörg Fischer, Chief Digital Officer at Bosch Service Solutions. The goal is to improve customer service for their B2B customers as well as accelerating and rearranging these processes in terms of their digital transformation. "We are utilizing our experience in customer

experience, in other words a customer-centric approach, accordingly focusing on the user experience and on process optimization.” The holistic end-to-end solution encompasses customer journey analysis, technologies for customer relationship management and automation as well as the deployment of qualified service personnel. For B2B customers, service design projects are aimed at improving the customer experience, increasing efficiency and thereby achieving strategic business goals. Furthermore, they can relieve employees of routine tasks, decrease costs, and create new business models.

### **Experience in different industries**

Bosch Service Solutions provides customer service activities to companies in many different industries. These include industrial and building maintenance companies as well as leading car manufacturers. What many people don't know, however, is that Bosch Service Solutions has also for many years been working for many renowned companies in the travel industry. Particularly in the area of feedback management, the company has longstanding experience in optimizing customer service for airlines. “Salesforce is currently being used within a new customer experience platform for a reputable company in the airline industry,” adds Fischer.

Markus Ehrle, Enterprise Sales Leader Germany at Salesforce says, “With customer expectations on the rise, delivering a high-quality customer service is essential today. With Salesforce, Bosch Service Solutions will be able to accelerate their service offerings and also deliver great customer experiences for those clients' end customers.”

### **Extensive partner network**

Bosch cooperates with various partners who are leaders in their respective fields and combine their know-how with its own service expertise. Customers benefit from the fact that they can turn to a single point of contact for all their questions – regardless of whether these concern technology, processes, or analyses of customer service data. The use of pre-configured cloud applications from Salesforce accelerates the implementation of innovative services: Bosch is using existing infrastructure and software that doesn't first have to be tediously designed and created. Innovative services can thus be implemented much faster, more efficiently and more cost-effectively.

**Press photo:** Jörg Fischer, Chief Digital Officer at Bosch Service Solutions

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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 9,500 associates at 25 locations support national and international customers in more than 35 languages, primarily from the automotive, travel and logistics sectors as well as information and communication technology.*

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