



Wie Bosch mit CRM-as-a-Service die **Zukunft** vorantreibt



Bastian Kruse

Global Head of Bosch Service
Center and Connected Services

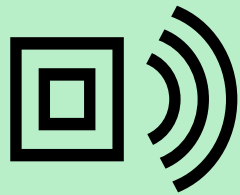


Christopher Ramm

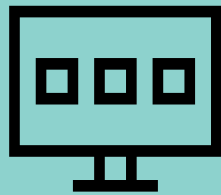
Salesforce CTO Germany
@ Capgemini

Bosch Service Solutions

With **Connected Services**, we make **life safer, more efficient, and more convenient** – true to our principle of "Invented for life".



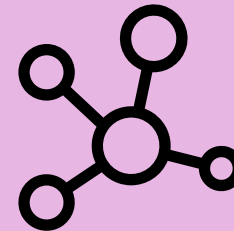
Sensor data



Software



Expert
Service



Partner
Network

Bosch Service Solutions

We take your business success and your customers into focus



>42,5 million vehicles connected to our platform, receiving help when needed



Handle **60 million customer interactions** in our unified CX communication platform p.a.



Annually about **1 million data loggers** track shipment to enable a **temperature-compliant** pharmaceutical supply chain



Around 130,000 rescue team interactions **after emergencies** p.a.



Rescue around 32,000 persons from stuck elevators p.a.



Manage 1.8 million IT support requests p.a. enabling employees to work again

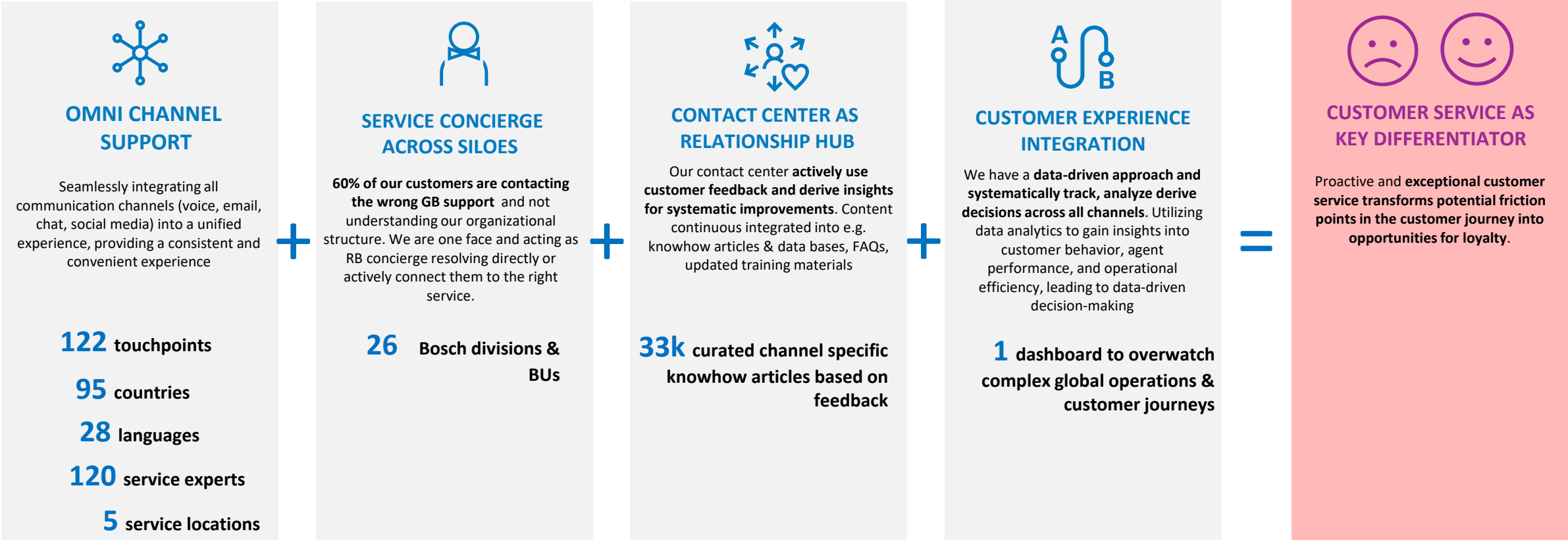


BOSCH SERVICE CENTER

WE'RE THE HEART OF BOSCH 1ST LEVEL
SERVICES

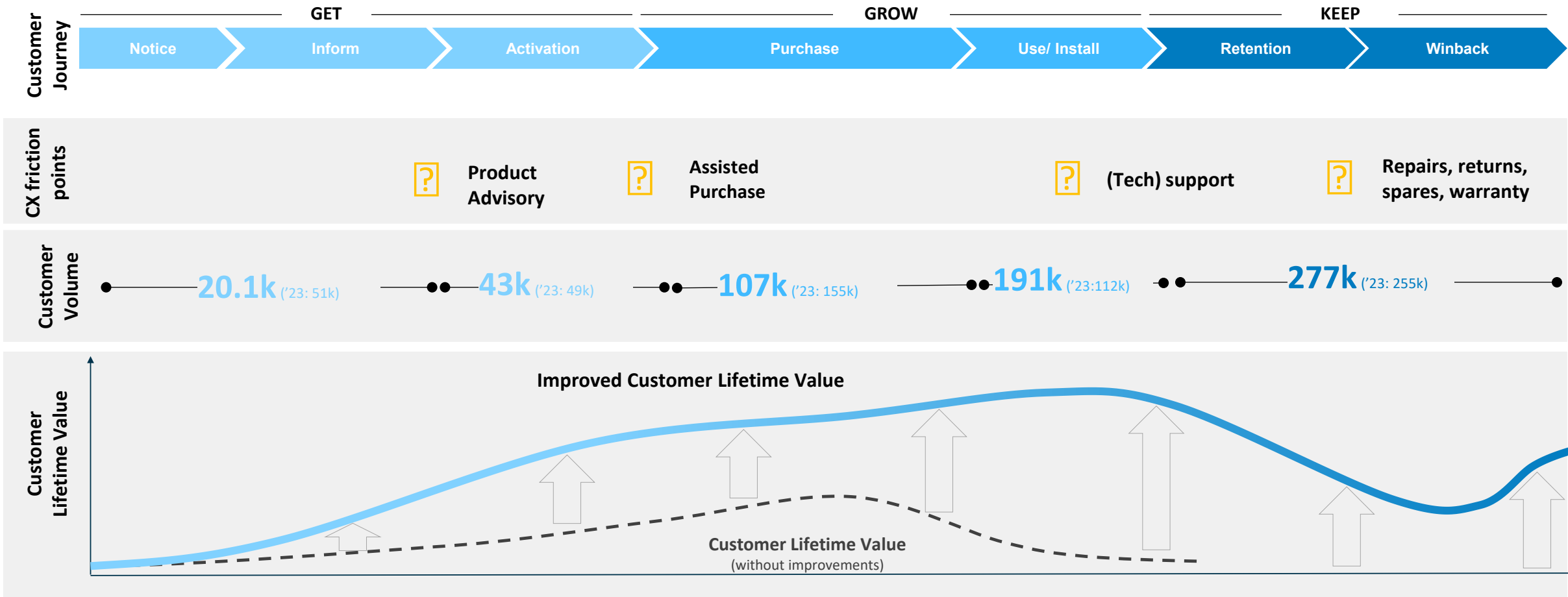


Our Bosch 1st level customer service provides comprehensive support for all inquiries, navigating through complexities of a large enterprise



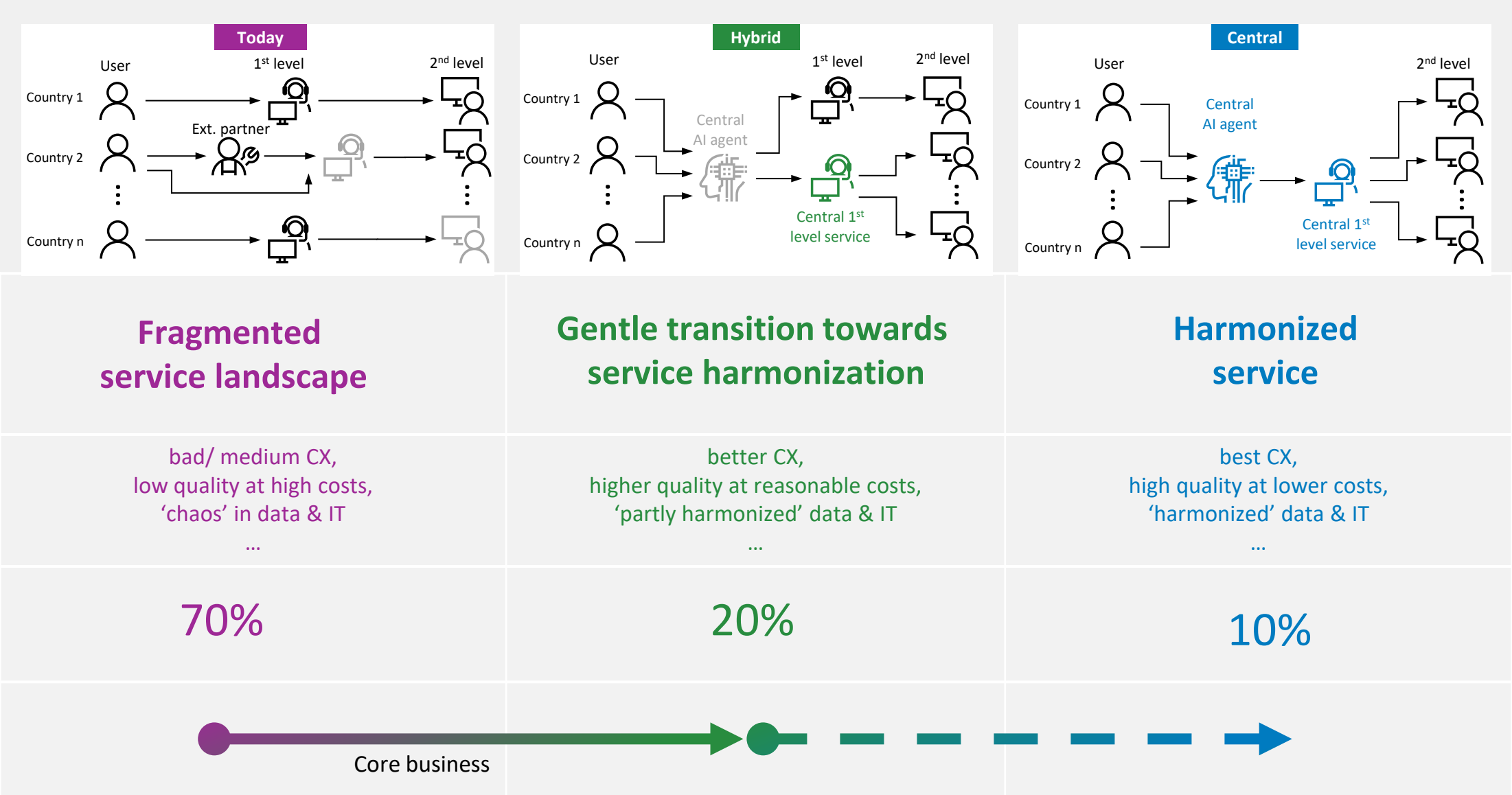
Exemplary for one service

Our service fully integrated into entire CX, contributed to a Customer Lifetime Value (CLTV) of €86.5m for the Bosch brand in 2024.

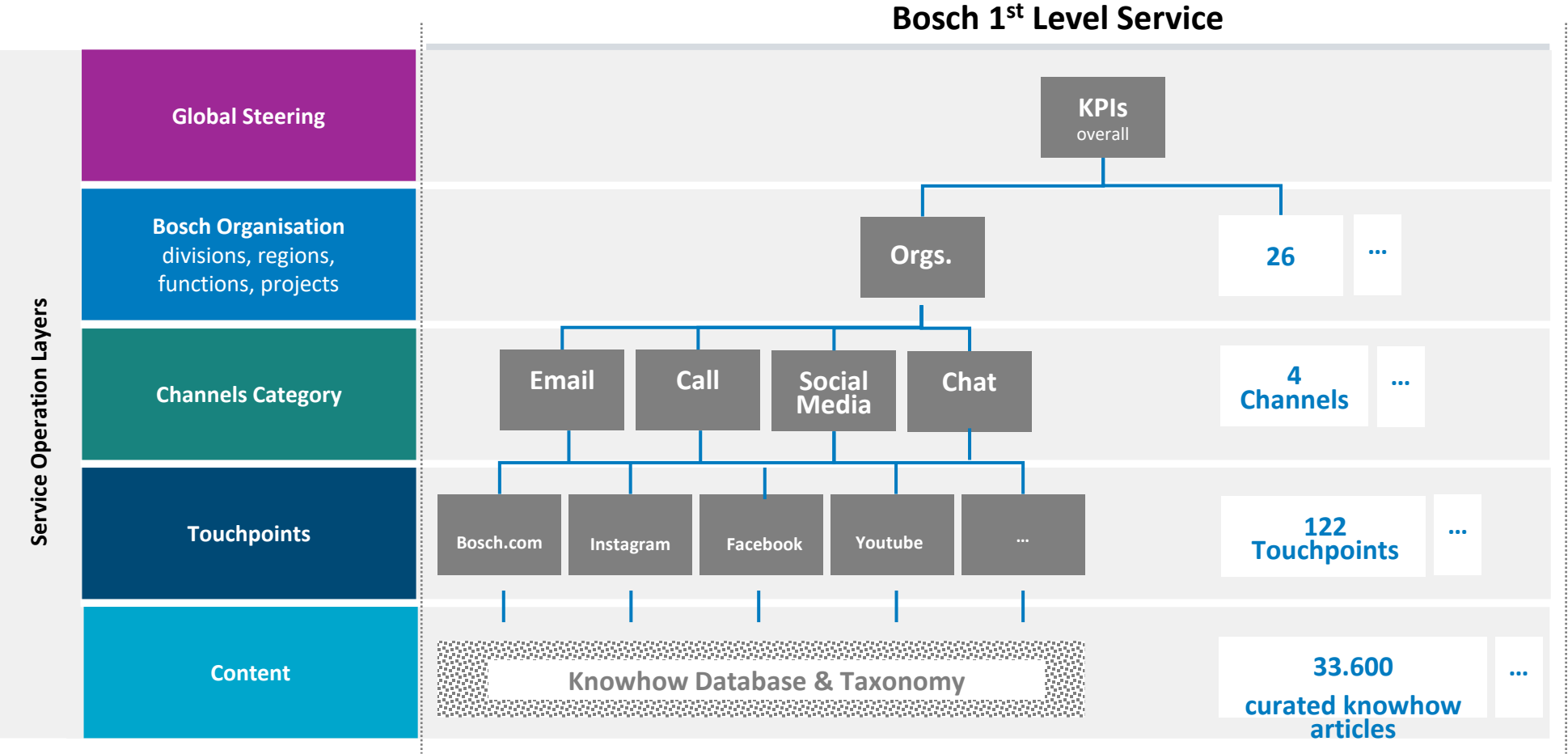


We are shifting the perception of our service operations from a cost center to a value center view.


We are implementing a centralized 1st Level service model to streamline delivery across Bosch divisions.




Our offering involved **scalable "as-a-service" solutions** that meet enterprise standards, mainly **leveraged by CRM and Service Operations**.



Service Enabler

 **CRM-as-a-Service**
Pre-configured Service Solution built on Salesforce Service Cloud

 **Service Operations-as-a-Service**
24/7 service organization & service agents operating within our CRM platform

 **Knowhow Mgmt.**
identify, collect, curated & train knowhow for an efficient customer service.

We offer a low barrier to entry for enterprises looking to establish service businesses prior to major transformations.



What is CRM-as-a-Service?

Pre-configured service solution built on Salesforce Service Cloud which offers a full setup customer service platform ready for immediate use. It is implemented based on best practices with standard processes and avoids long implementations and setup efforts to lower costs.

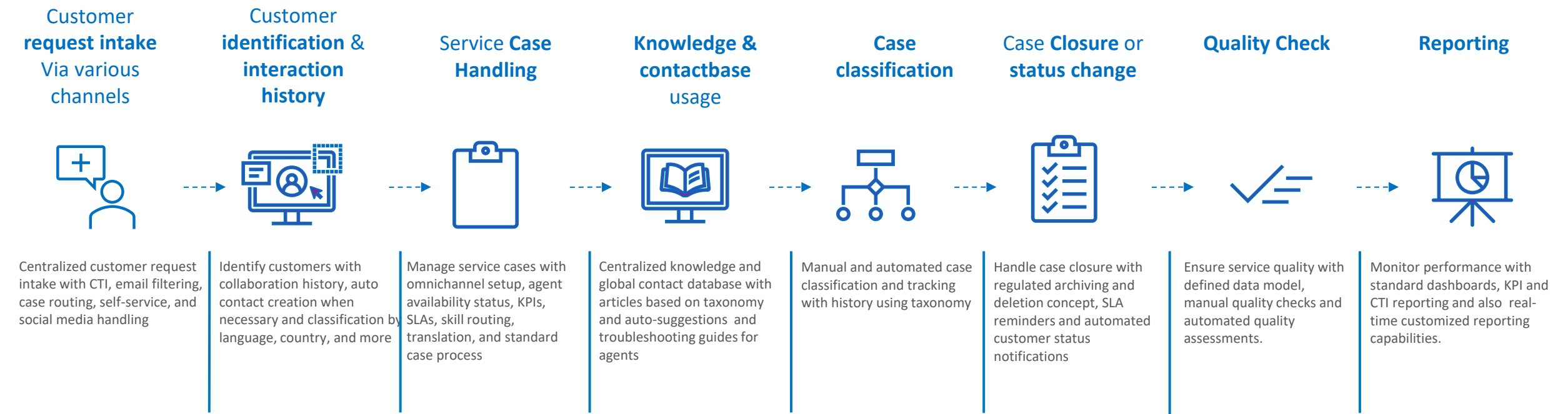
What is Service Operations-as-a-Service?

Combines expert agents with a proven and market leading CRM to handle customer request. Providing flexibility and allowing business to scale service operations easily.

DAVE 3.0
powered by



We cover needed “as-a-service” capabilities to reduce complexity to our clients.

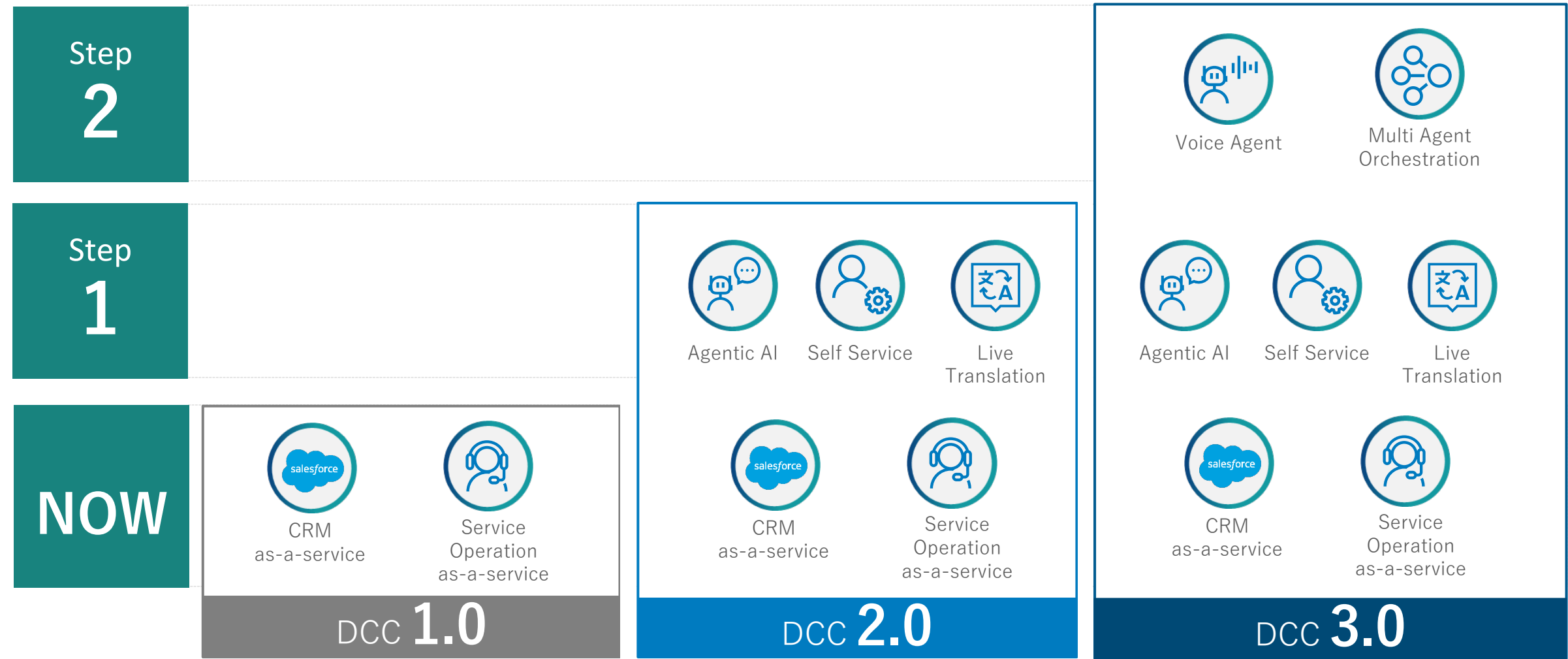


Benefits

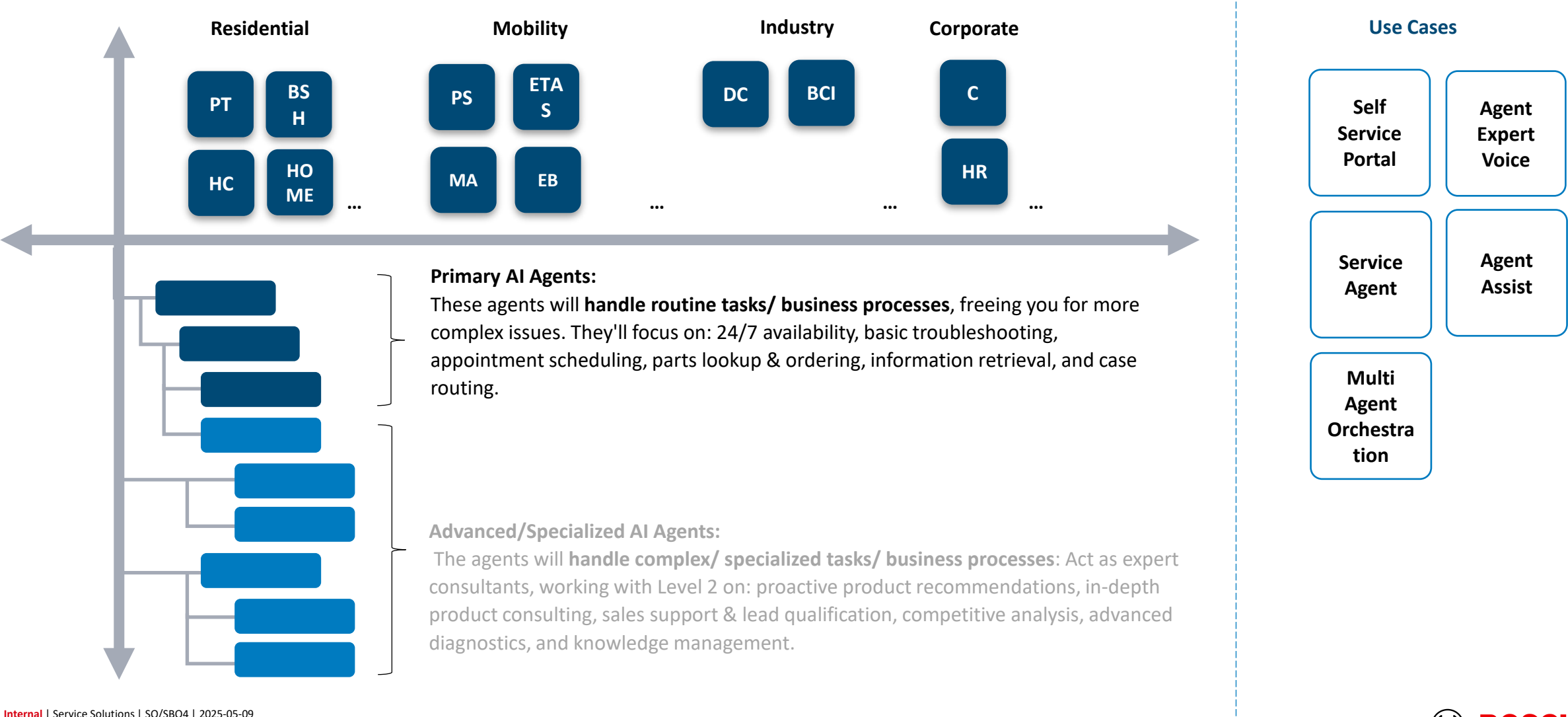
Secure, scalable, and fully managed platform	Easily scale your service operations	Fast onboarding with minimal setup	Regular updates to unlock new innovations	High-quality, consistent service experiences	Customer service execution on behalf of our clients	Flexible outsourcing options to scale operations	Lower total cost of ownership
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Digital Contact Center - Roadmap

Our North star



We are generalists. 1st level means horizontal partner integration; vertical as new business model. Foundation = Grounding



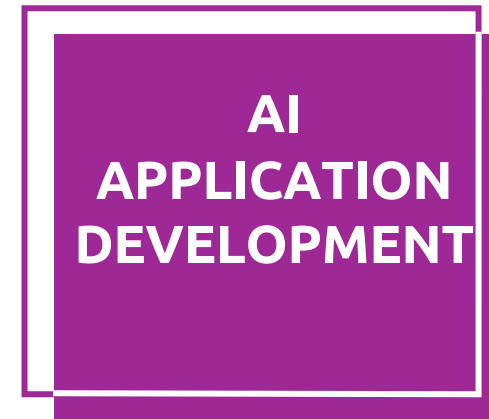
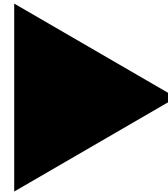


How?

The shifting development landscape from traditional development to AI integration will drive CRM in the future



Implementing applications almost from scratch involves leveraging proven frameworks and integrating **application-specific knowledge**.

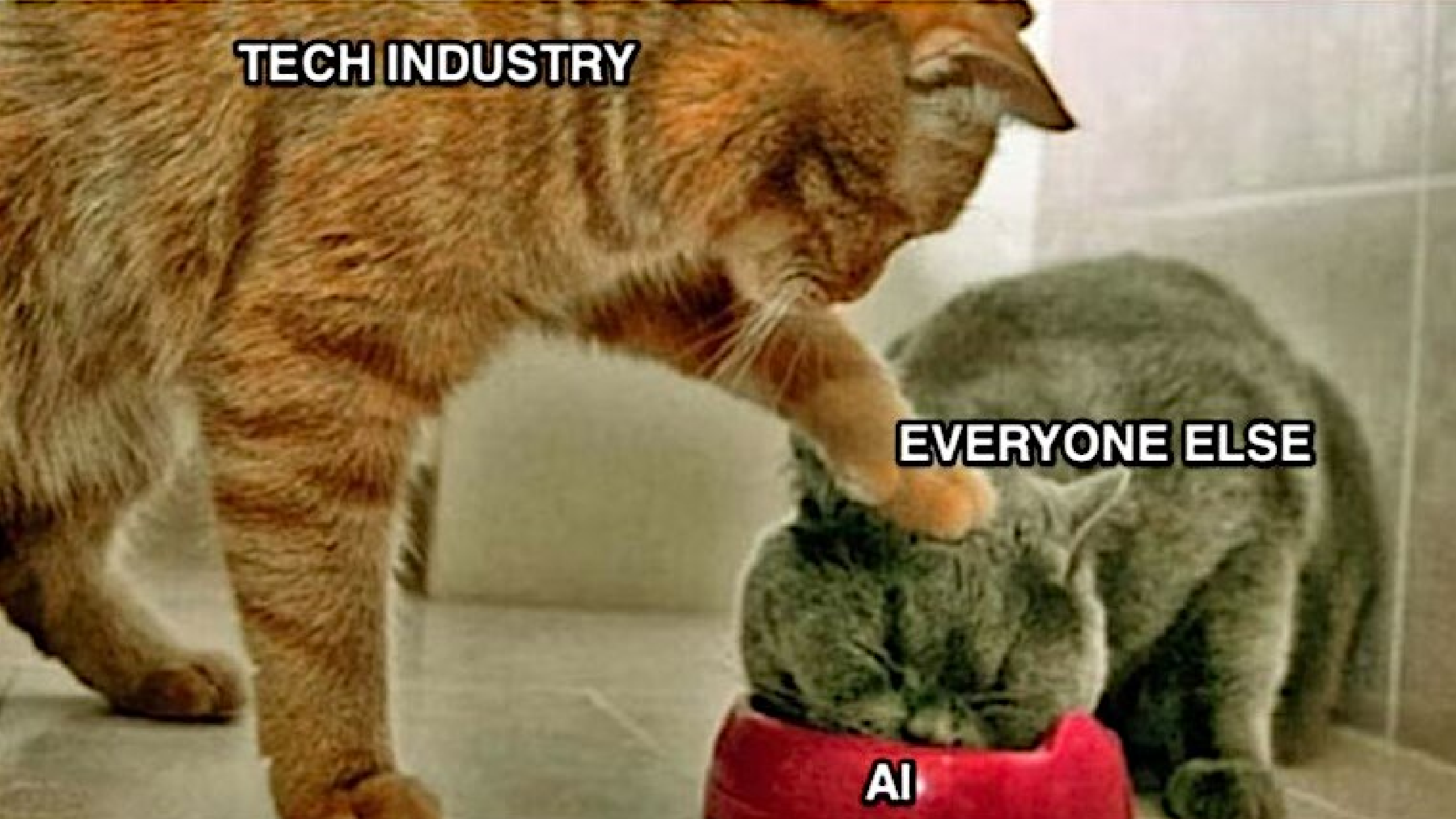


Developers must learn to work with APIs, understanding model mechanics, and configuring AI services (e.g., Agentforce, Prompt Builder,...) **rather than coding them from the ground up.**

TECH INDUSTRY

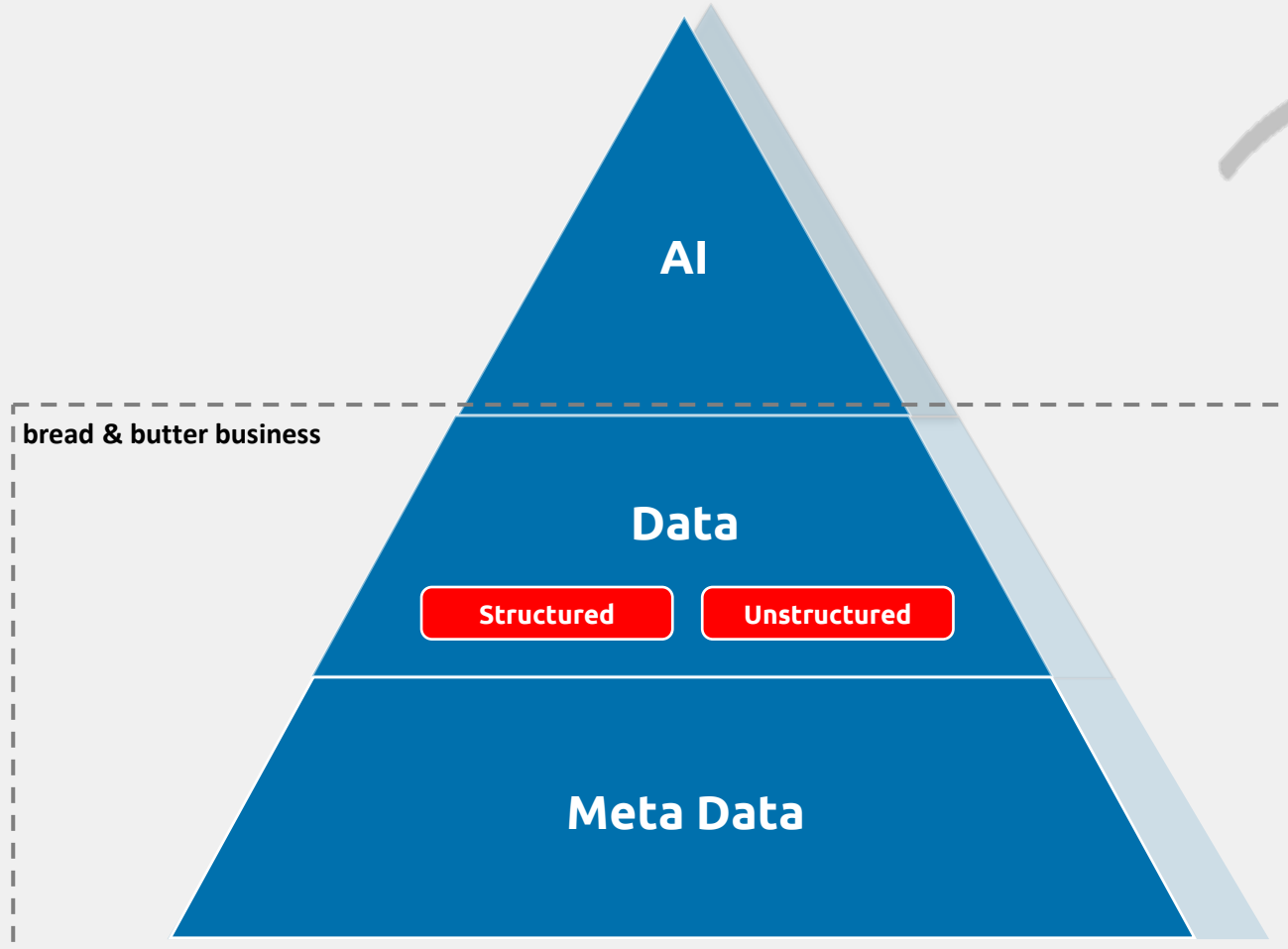
EVERYONE ELSE

AI



Fueling intelligence

Why data and metadata matter in AI



Why?

Discovery - adding contextual information such language and source, metadata helps models interpret data more accurately

Foundation - High-quality data and comprehensive metadata are essential for developing systems that produce accurate, reliable, and trustworthy results

Faster – Agentforce helps faster onboarding new businesses as we can focus on processes to deliver value

Thinking, Fast and Slow by Daniel Kahneman

Why the enhanced reasoning engine in Agentforce 2.0 matter a lot

From quick fixes to thoughtful solutions

- Atlas Reasoning Engine, (the “brain”) can retrieve the most relevant data then reason and act, greatly improving processes across customer service, sales, and operations
- When faced with a request, Atlas enables Agentforce to refine the query — expanding it with additional context — then performs advanced retrieval augmented generation (RAG) that pulls in relevant data and metadata while assessing the quality of its own response
- This ability to answer a question, then reflect on the answer before seeking to answer again, enables more accurate responses and precise actions compared to other System 2 assistants that don’t have deep data and metadata context in Salesforce

Question Complexity

Complex

Tax

Jargon

Instructions

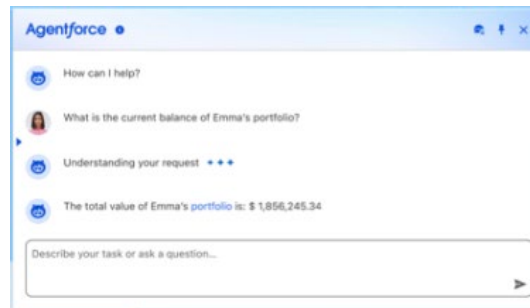
Logic

Facts

Q&A

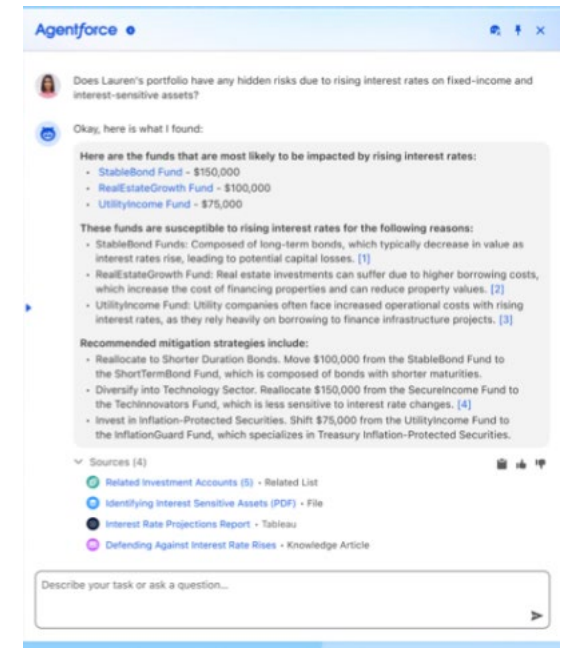
Common

System 1



CONVERSATIONAL

System 2



COMPREHENSIVE

Response Style

Agentforce data libraries simplify your setup and enhance the accuracy of AI features like Agentforce agents

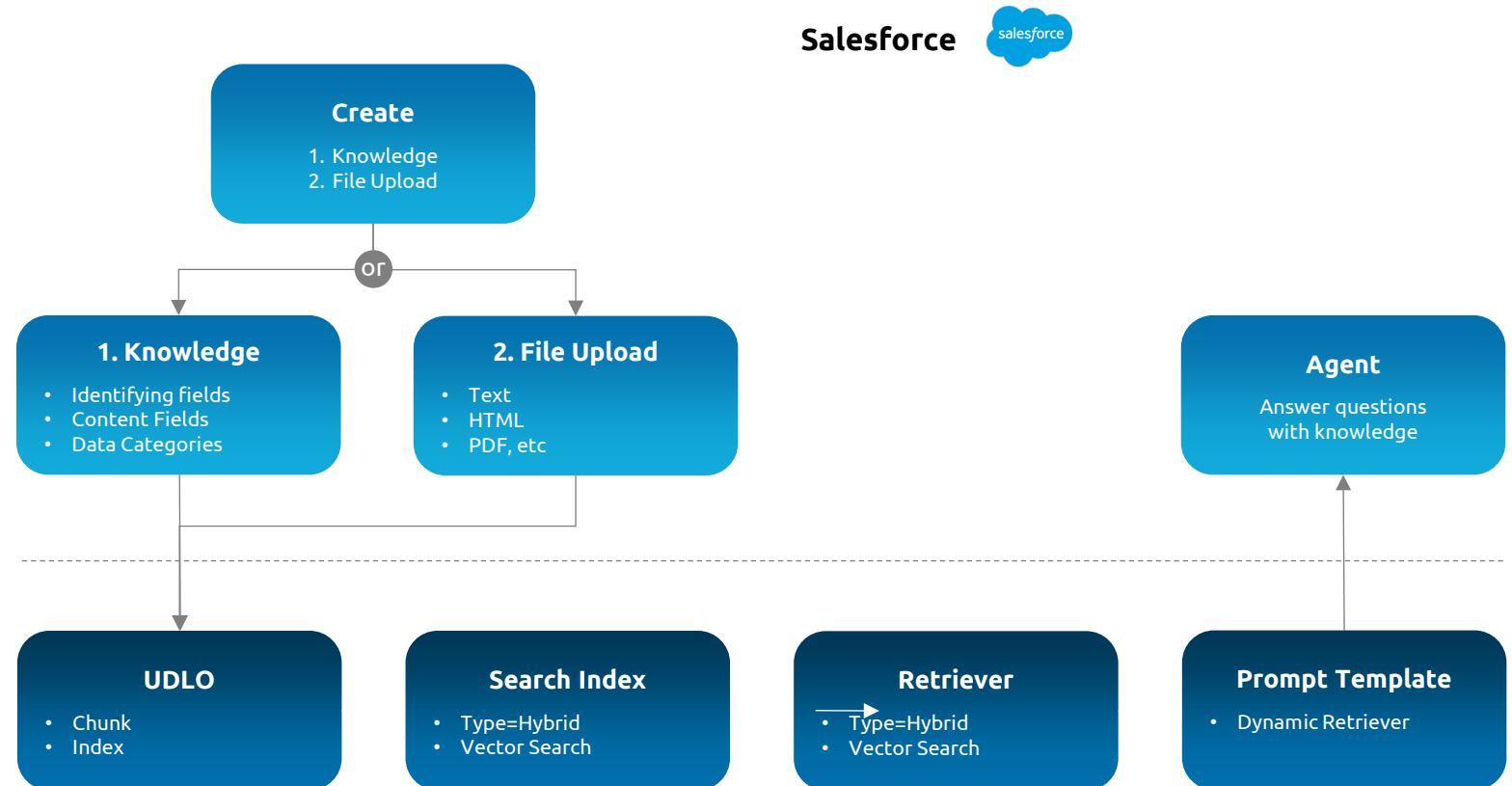
What is ...

I) GROUNDING adds domain-specific knowledge or customer information to the prompt,

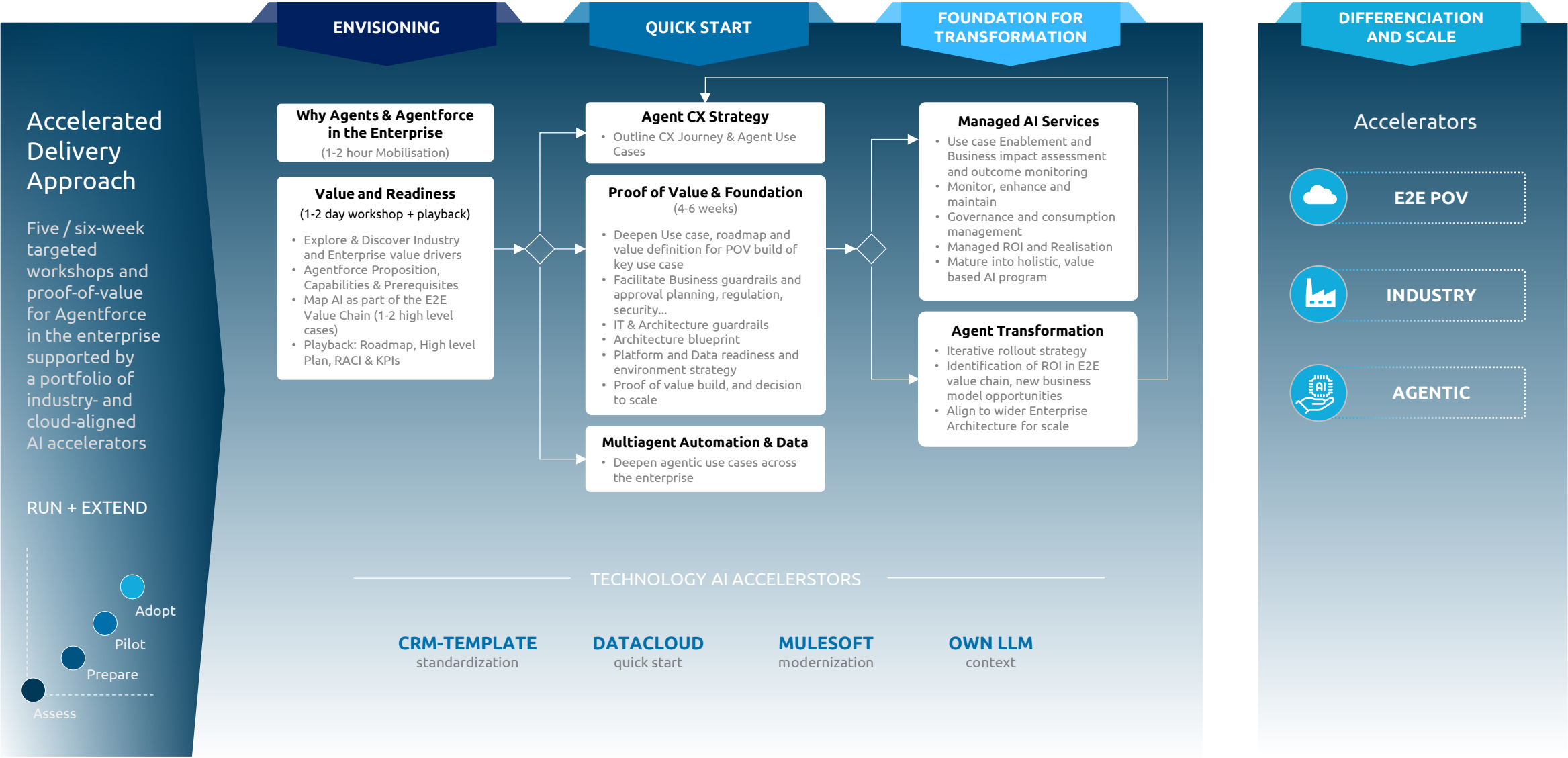
II) To make the search more efficient and improve relevance, we break down data sources into smaller parts called chunks.

III) After data is split into chunks, it's indexed- that is, organized and categorized. Indexing simplifies the search and retrieval of data chunks for AI tools.

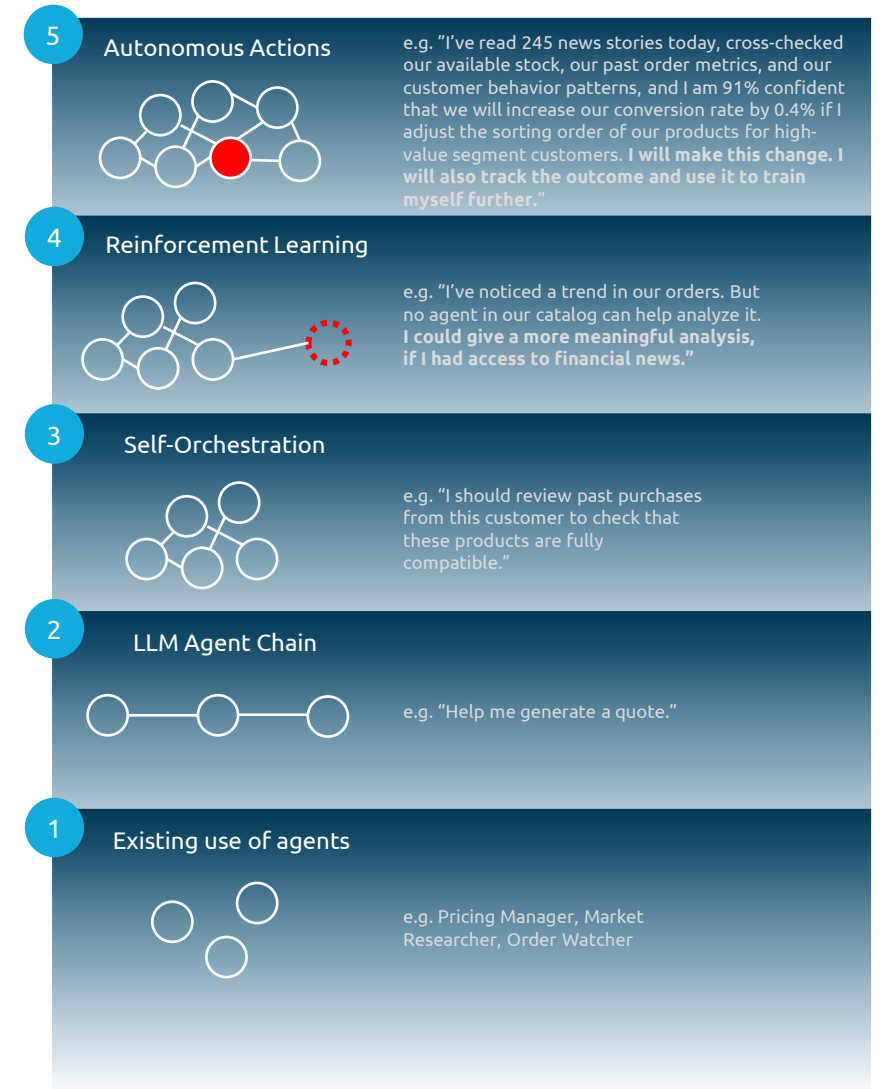
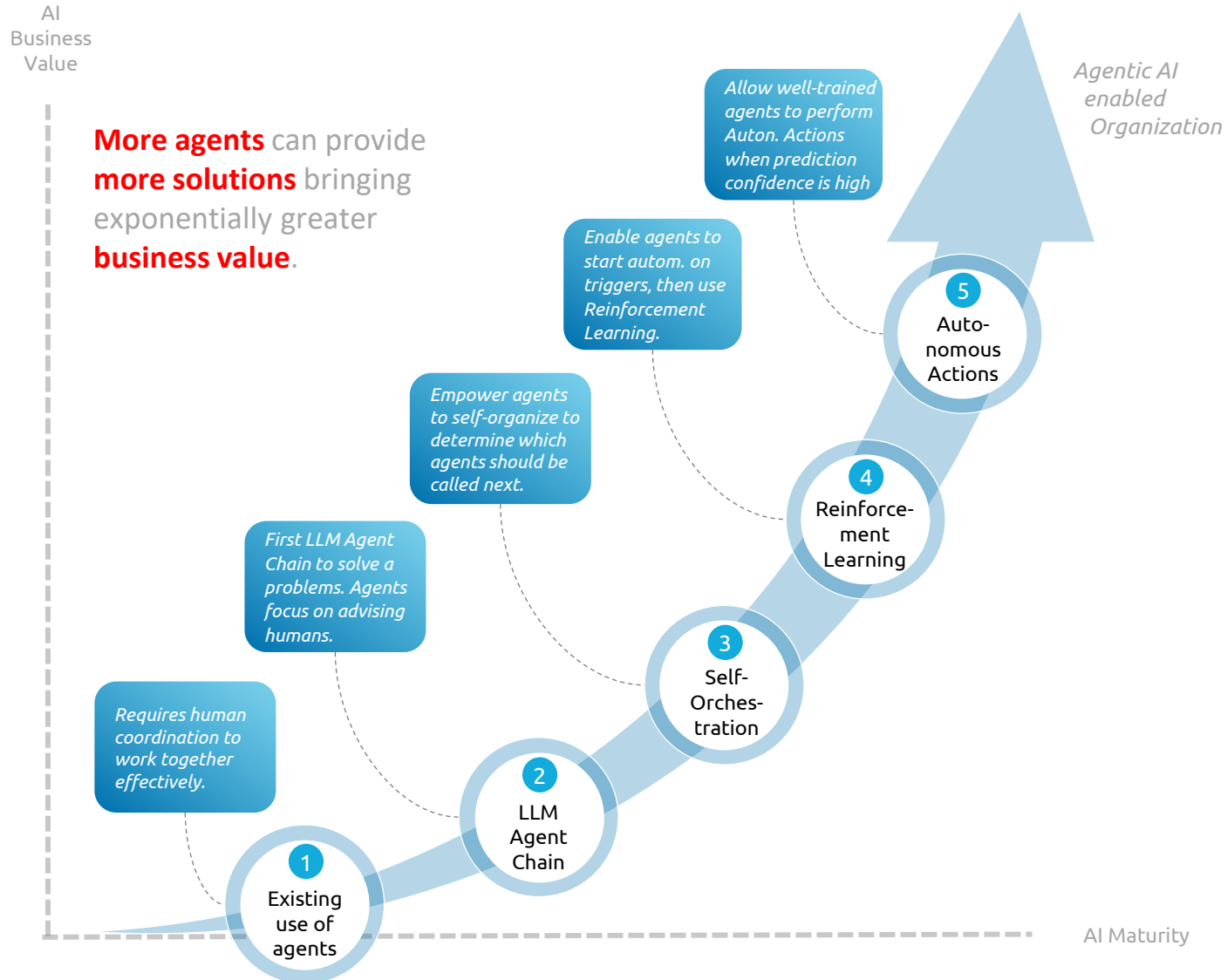
A RETRIEVER automatically extracts and proffers data from different databases, systems, or platforms, cutting down on manual data collection and standardizing the retrieved datasets.



Reasoning will help to provide a vision for CRM-as-a-Service



Agentic AI – from infancy to maturity



Thank You!

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