

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



OMNI CHANNEL SUPPORT

Seamlessly integrating all communication channels (voice, email, chat, social media) into a unified experience, providing a consistent and convenient experience

122 touchpoints

95 countries

28 languages

120 service experts

5 service locations



SERVICE CONCIERGE ACROSS SILOES

60% of our customers are contacting the wrong GB support and not understanding our organizational structure. We are one face and acting as RB concierge resolving directly or actively connect them to the right service.

26 Bosch divisions & BUs



CONTACT CENTER AS RELATIONSHIP HUB

Our contact center actively use customer feedback and derive insights for systematic improvements. Content continuous integrated into e.g. knowhow articles & data bases, FAQs, updated training materials

33k curated channel specific knowhow articles based on feedback



CUSTOMER EXPERIENCE INTEGRATION

We have a data-driven approach and systematically track, analyze derive decisions across all channels. Utilizing data analytics to gain insights into customer behavior, agent performance, and operational efficiency, leading to data-driven decision-making

1 dashboard to overwatch complex global operations & customer journeys





CUSTOMER SERVICE AS KEY DIFFERENTIATOR

Proactive and exceptional customer service transforms potential friction points in the customer journey into opportunities for loyalty.

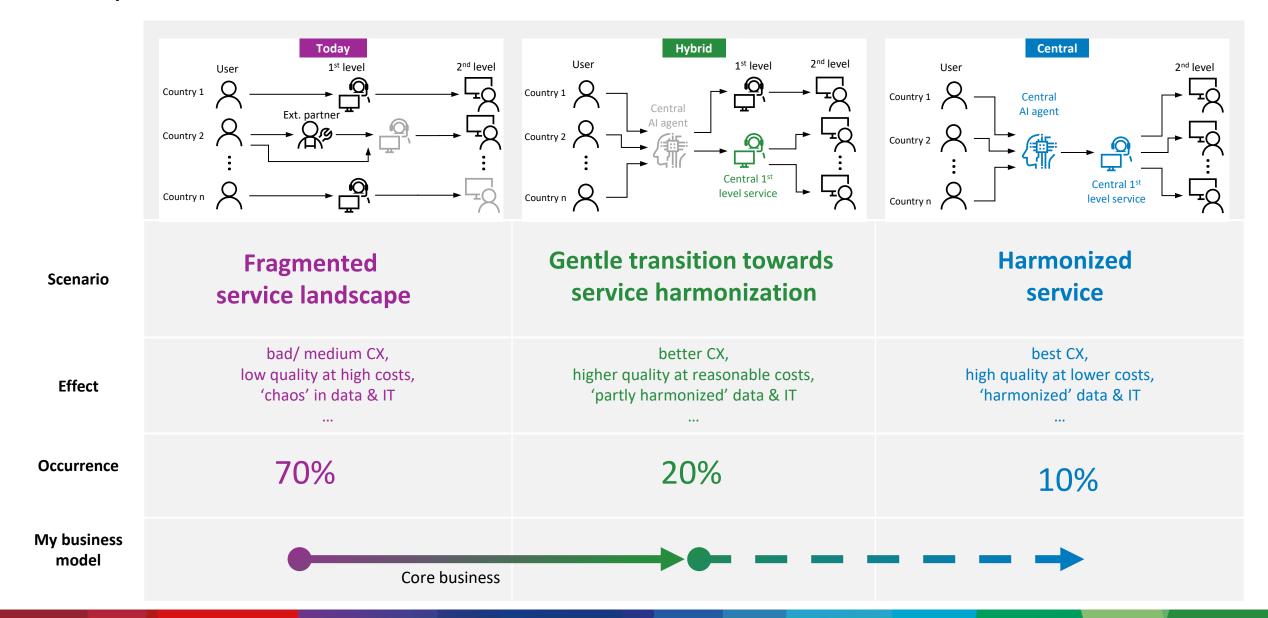


Our service fully integrated into entire CX, contributed to a Customer Lifetime Value (CLTV) of €86.5m for the Bosch brand in 2024.

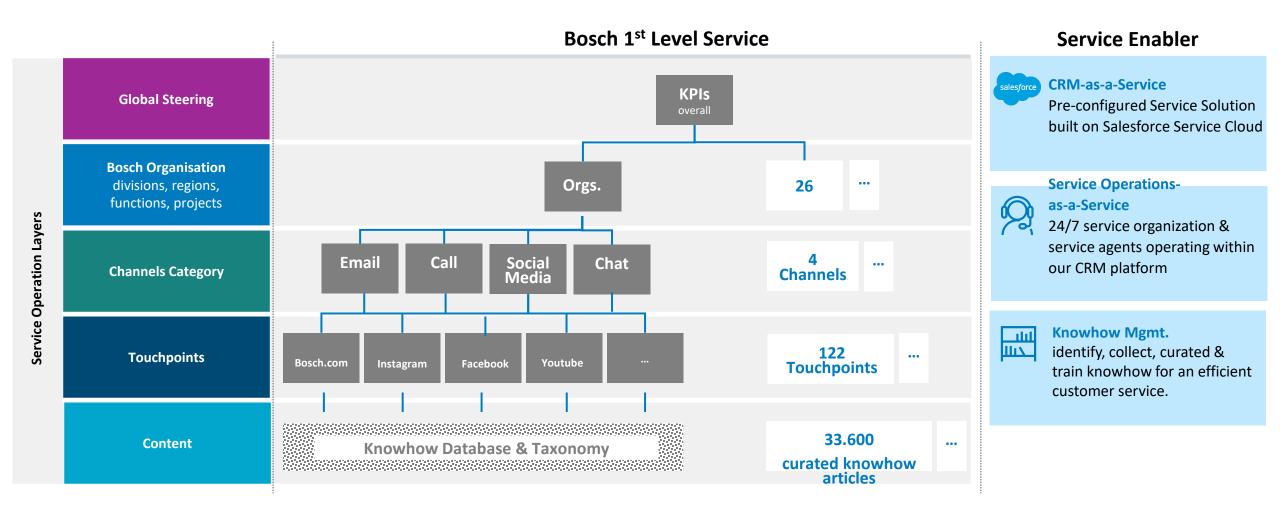


We are shifting the perception of our service operations from a cost center to a value center view.

We are **implementing a centralized 1**st **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.





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.



















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

Customer request intake Via various channels

Customer identification & interaction history

Service **Case** Handling

Knowledge & contactbase usage

Case classification Case **Closure** or status change

Quality Check

Reporting

















Centralized customer request intake with CTI, email filtering, case routing, self-service, and social media handling

Identify customers with collaboration history, auto contact creation when necessary and classification by SLAs, skill routing. language, country, and more

Manage service cases with omnichannel setup, agent availability status, KPIs, translation, and standard case process

Centralized knowledge and global contact database with articles based on taxonomy and auto-suggestions and troubleshooting guides for agents

Manual and automated case classification and tracking with history using taxonomy

Handle case closure with regulated archiving and deletion concept, SLA reminders and automated customer status notifications

Ensure service quality with defined data model, manual quality checks and automated quality assessments.

Monitor performance with standard dashboards, KPI and CTI reporting and also realtime customized reporting capabilities.

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

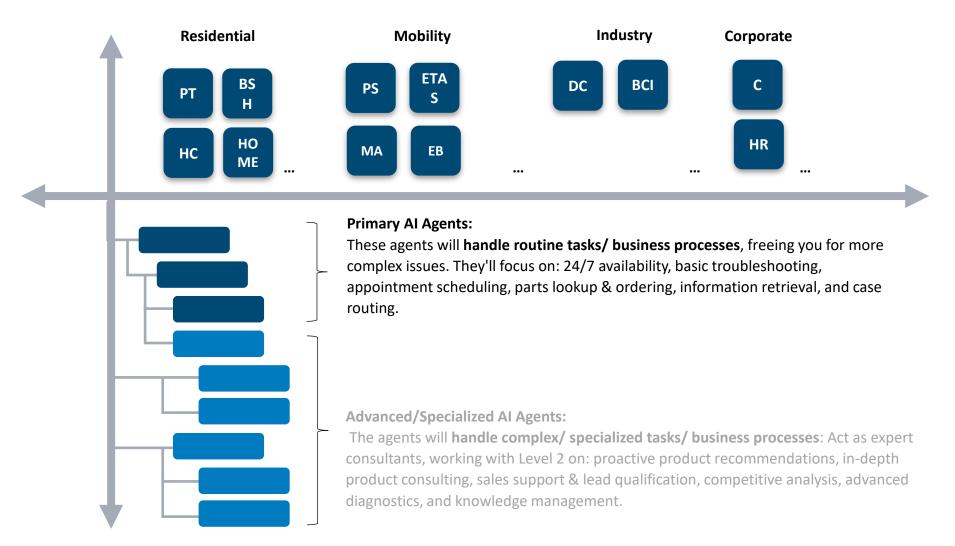


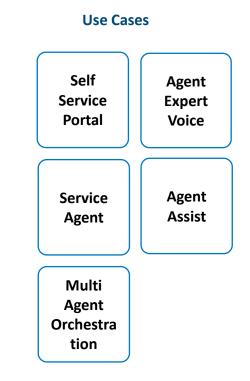
Digital Contact Center - Roadmap Our North star

Step Multi Agent Voice Agent Orchestration Step Self Service Self Service Agentic Al Live Agentic Al Live Translation Translation NOW Service Service CRM Service **CRM** CRM Operation Operation as-a-service Operation as-a-service as-a-service as-a-service as-a-service as-a-service DCC **1.0** DCC 2.0 DCC **3.0**



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











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



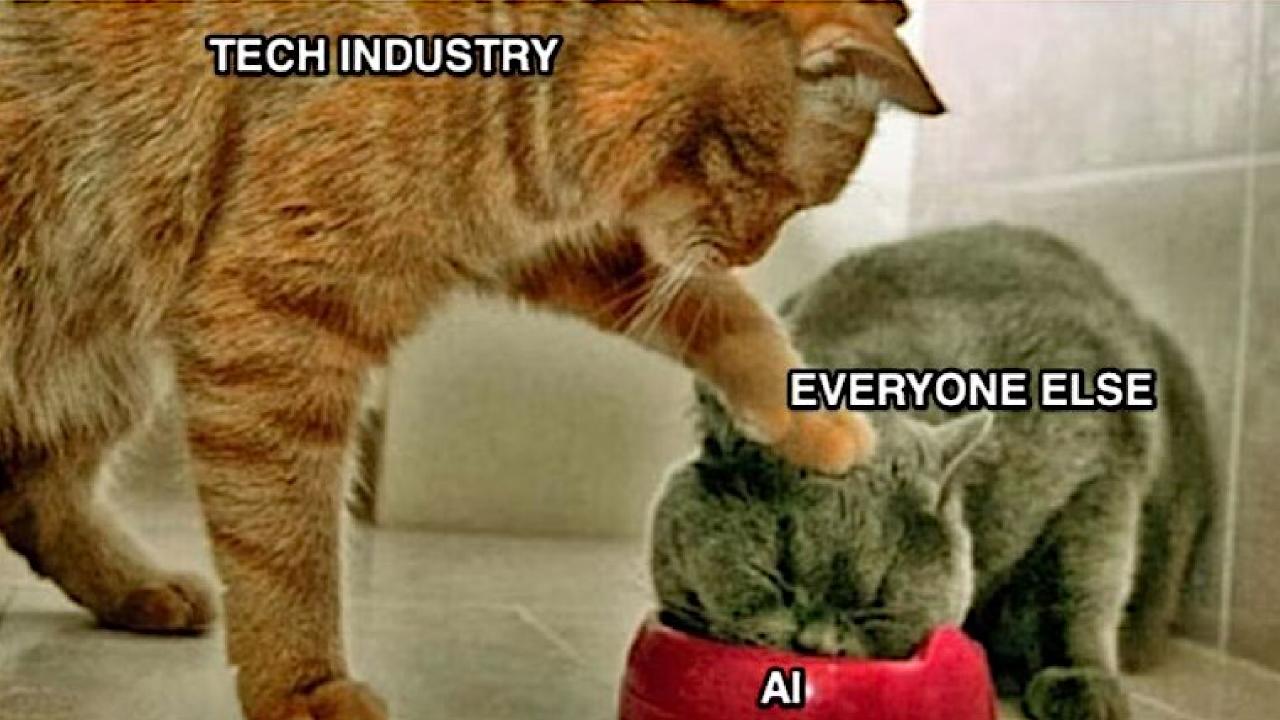


AI APPLICATION DEVELOPMENT

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.

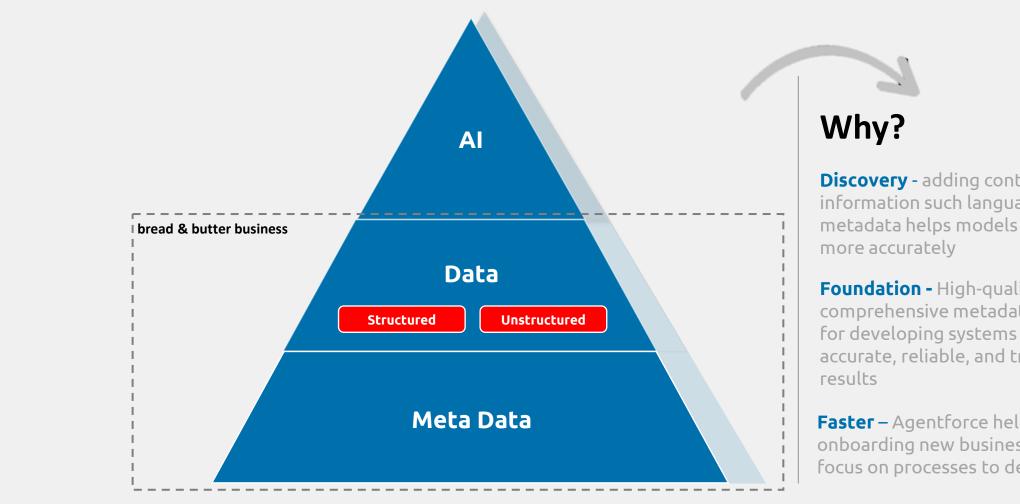
Wie Bosch mit CRM-as-a-Service die Zukunft vorantreibt







Why data and metadata matter in Al



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

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

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

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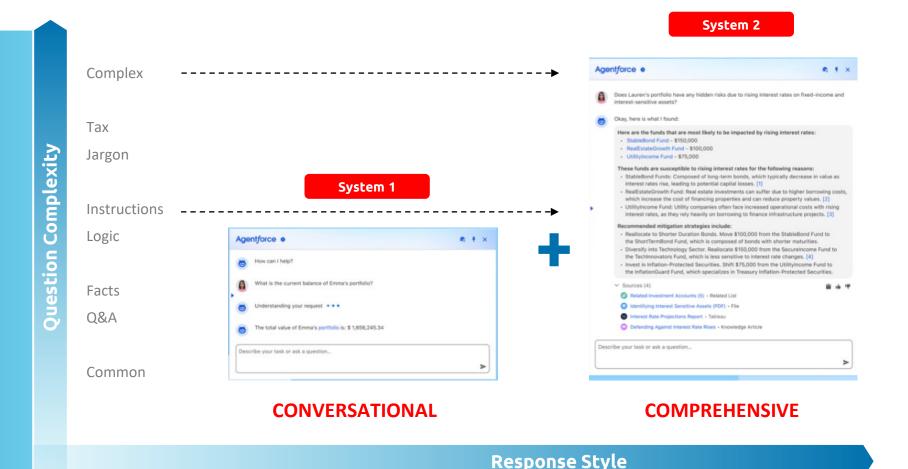


Thinking, Fast and Slow by Daniel Kahneman

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



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



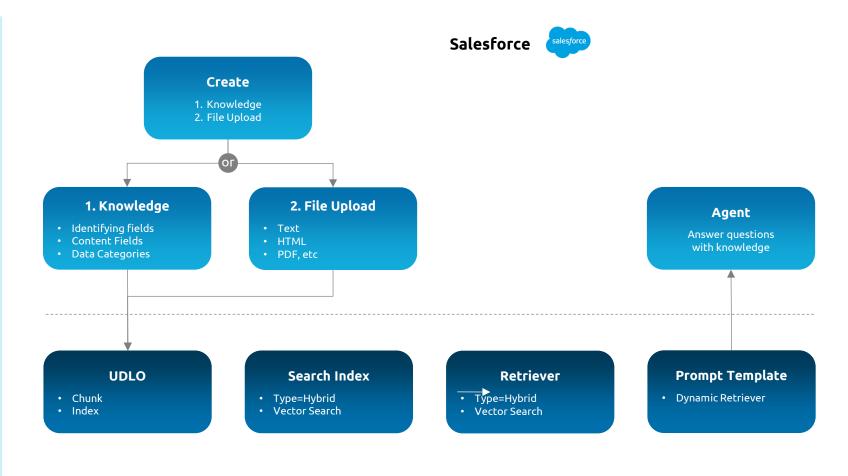


Agentforce data libraries simplify your setup and enhance the accuracy of AI features like Agentforce agents

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 Al 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.

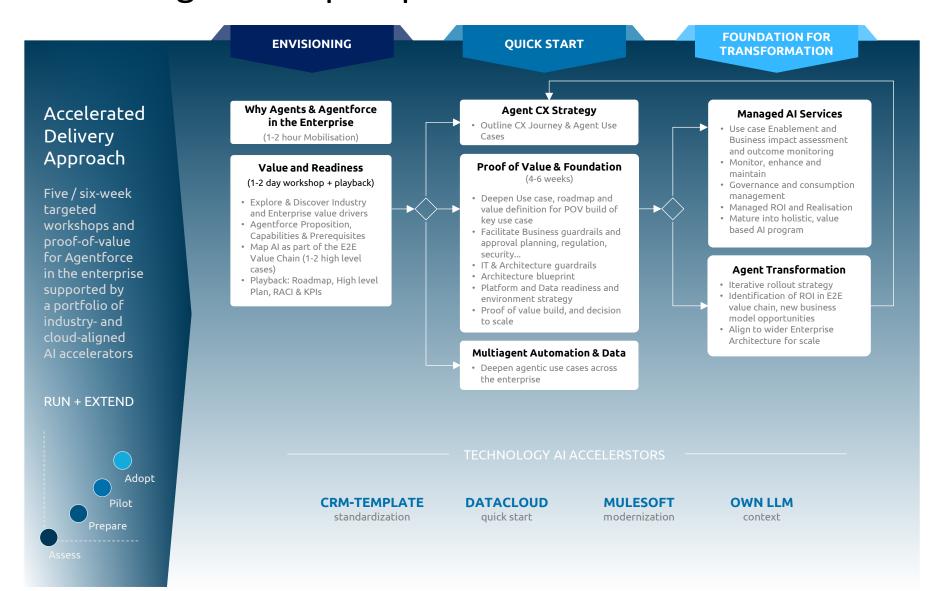








Reasoning will help to provide a vision for CRM-as-a-Service

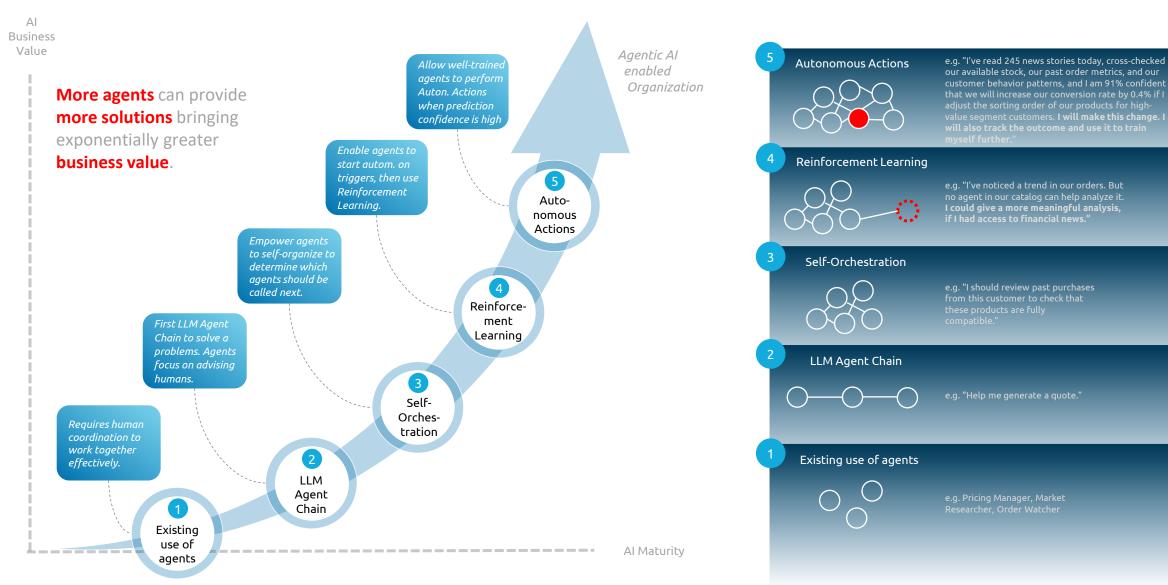




Agentic AI – from infancy to maturity











Thank You!

Visit us @ Capgemini Booth



Bastian Kruse
Global Head of Bosch Service
Center and Connected Services



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