

# Bosch Improves Customer Service and Dispatch Efficiency

## The Company

Bosch Communication Center is a division of the German-based Bosch Group. Through six communication centers in the UK, Germany, France, Spain and the Netherlands, it provides an array of outsourced, 24/7 communication services for businesses throughout Europe. These services include customer call centers, telemarketing, sales and technical hot lines.

As part of this service offering, Bosch Communication Center develops customized after-sales service management. In this capacity, the company launched a project to enhance dispatch operations for Junkers Heating Systems, a market-leader in Germany in domestic and corporate gas and electricity-fired boilers. With 100 of its own service engineers and 40 external partners that also provide services on heating systems, Junkers must tightly manage service operations to ensure premium customer service while also limiting costs.

## The Challenge

Junkers and Bosch were challenged to both improve customer service and maximize productivity through greater call center efficiencies. The typical customer case would last approximately 15 minutes and service reps were not able to give customers an appointment during the call. The rep would instead need to manually check engineer schedules and then call the customer back.

Compounding the problem was the time consuming and painstaking process for entering job and billing information into Bosch's backend systems. Without an integrated mobile solution,

## Key Benefits

- 50% increase in call-center productivity
- 90% of customer appointments automatically scheduled at time of call
- Increased customer orientation
- Less travel time between jobs, and thereby travel cost reduced
- More efficient scheduling and utilization of engineers
- Seamless transfer of information resulting in improved back office productivity
- Increased first time fix rate
- Ease of integration to mySAP CRM

Junkers field engineers had to call in job statuses and fill out paper reports at job completion, all of which had to be entered into Bosch's systems by hand. Manual information entry was quite inefficient and its effects were felt throughout the whole process.

Bosch realized that reducing call times and making it possible for Bosch to issue an immediate appointment would be of key importance in improving the overall level of customer service. The company also noted that the integration of a mobile component to enable automation of the many back office processes that were then manually driven would lead to greater productivity. Bosch and Junkers then set out to find the scheduling solution that would meet both of these needs.



## The Solution

To address these challenges, Bosch and Junkers together decided to implement ClickSoftware's ClickSchedule solution. ClickSchedule incorporates scheduling logic determined by Bosch and Junkers. This logic dictates how scheduling decisions will be made.



ClickSchedule in combination with mySAP CRM suggests appointments to the customer service representative based on several factors: the customer's availability, the field engineers' availabilities and skill sets, the distances all engineers will be from the customer when their current jobs end, the spare parts needed compared to what each engineer has in his or her truck, and several other factors. The software then determines precisely when Junkers can reliably commit to an appointment date and time to the customer.

Bosch and Junkers also realized they would benefit from how well ClickSchedule integrates with Junkers' mobile application, through which service engineers view their schedules and input job status and completion details. Using the integrated wireless solution, information input in the field is transmitted to ClickSchedule where

it updates engineer availability, location, etc. The information is also routed to and updates the back office systems from which ClickSchedule pulls the valuable information that affects scheduling.

Bosch incorporated the ClickSchedule deployment within mySAP CRM that, in addition to meeting the scheduling challenges, also included components to streamline the Junkers customer service, spare parts and invoicing systems.

*"ClickSoftware enables us to additionally increase the efficiency of our clients' Customer Service Management - particularly regarding service orders and the scheduling and dispatching of service engineers. Moreover, the possibility to give binding commitments to an appointment increases customer satisfaction ensuring our clients benefit from long-term customer loyalty."*

*Mr Schirrmann, Vice President,  
Bosch Communication Center*

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