

F R O S T & S U L L I V A N

2024 TECHNOLOGY INNOVATION LEADER

*IN THE EUROPEAN
INTELLIGENT
AUTOMATION INDUSTRY*

F R O S T & S U L L I V A N

BEST
2024 PRACTICES
AWARD



BOSCH

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Bosch Service Solutions excels in many of the criteria in the intelligent automation space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Bosch Service Solutions: Leading the Way in Intelligent Automation

Founded in 1985 and headquartered in Frankfurt, Germany, Bosch Service Solutions (Bosch) is a renowned provider of business process outsourcing (BPO) services, offering comprehensive solutions to optimize service offerings in pivotal areas such as customer experience, mobility, monitoring, and business services. Bosch commits to ensuring the success of its clients by focusing on developing, implementing, and operating new business models.

The company's proficiency is grounded in its fundamental principles, technological capabilities, integration skills, and vast experience in communication processes. As a division of the Bosch Group, Bosch Service Solutions caters to reliability, international reach, and the highest standards of quality and data security in its services.

With targeted attention on distinct industries like automotive and mobility, sensor technology, and the Internet of Things (IoT), Bosch delivers inventive solutions aimed at assisting customers in maximizing opportunities. The company develops tailored services and technologies through long-term partnerships, providing an exceptional service experience that meets and exceeds customer needs.

In recent years, Bosch has achieved significant milestones, including the acquisition of Elpro Group in 2022 and the continuous extension of automation tools since 2018. A major development was an investment in a German AI startup Aleph Alpha in 2023. These developments underscore the company's commitment to service innovation and outstanding customer experience.

Frost & Sullivan analysts observe how Bosch distinguishes itself from competitors through its unique approach to intelligent automation. While these other competitors focus primarily on gaining operational efficiency, Bosch has a different method, stemming from its background in platform services. Rather than aiming for efficiency gains, the company considers the entire service value chain - including the need for various platforms and partners' frameworks to optimize services. Bosch's ecosystem-focused strategy involves identifying the right partners to solve client problems more effectively.

For Bosch, automation is not only about efficiency, but about solving complex problems that may otherwise be quite challenging to address. This strategic difference sets it apart in the BPO industry, offering a more holistic and forward-thinking perspective to intelligent automation. In 2019 and 2020, Frost & Sullivan recognized Bosch for its commitment to innovation, customer service, and technology and remains impressed with the company's continuing progress and sustained leadership.

Bosch's Intelligent Automation Platform: Enhancing CXM

Bosch has developed a comprehensive intelligent automation platform for its clients, relying on generative artificial intelligence, natural language understanding, and robotic process automation, enabling them to tailor solutions to specific needs. The platform comprises elements developed in-house, open-source and a few commercial components. Frost & Sullivan appreciates how this approach allows Bosch to offer a flexible and integrated solution. For example, in a customer support use case with a European auto manufacturer roadside assistance, Bosch implemented an intelligent virtual assistant (IVA) that handles calls and understands natural language, offering a seamless user experience. Using a large language model helps the bot understand and process information, guiding the conversation and enabling it to trigger actions as needed. The company went live in November 2023 and will handle 1,000,000 calls in 2024. This scenario highlights a significant scaling opportunity, as the bot has already demonstrated the ability to resolve 40% of calls end-to-end.¹

One notable aspect of Bosch's approach is its focus on explainability. The system provides transparency in decision-making, allowing users to understand where answers come from. Frost & Sullivan points out that this capability is crucial for ensuring the system provides accurate and reliable responses - especially in sensitive situations like roadside assistance.

Furthermore, Bosch places a significant focus on designing its automation solutions for scalability and efficiency. Automating and pre-qualifying cases reduces the number of calls needed to be handled by human agents, freeing up those agents to focus on more complex issues. This efficiency translates into cost savings and improved customer satisfaction, with 98% of callers staying within the IVA's dialogue flow.

Overall, Bosch's platform exemplifies a holistic approach to customer service, combining technology, operational efficiency, and user experience to deliver effective solutions customized to client needs.

¹ Bosch Service Solution's interview with Frost & Sullivan, April 2024.

Global Excellence, Local Expertise

Bosch employs a tailored outreach to customer acquisition and retention, depending on whether the clients are global or local. The company focuses on key account management for global customers,

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Best Practices Research Analyst

ensuring a consistent, high-quality global offering. This approach demands quick rollout capabilities and adept management of complexity, areas where Bosch excels. The company’s sales organizations work closely with local customers like fleets or insurance companies that make decisions at a regional level, ensuring it addresses their specific needs.

The company has established global competence centers for various domains, such as automotive, comprising key account managers, information technology architects, and operations and product managers. This setup ensures the development of optimal products and services that cater to customer needs, fostering long-term partnerships through

comprehensive customer engagement.

Customer feedback holds immense value for Bosch, and it employs various metrics like Net Promoter Score, Customer Satisfaction Score, and Customer Effort Score to measure and enhance satisfaction levels. These metrics consistently rank high, underscoring the company’s unwavering commitment to customer satisfaction. Additionally, Bosch uses the Customer Performance Index Factor to ensure reaching very high customer satisfaction levels.

Through strategic partnerships with leading experts in diverse fields, Bosch delivers a holistic service experience to its customers. The company provides advanced solutions that drive business success by integrating automation, customer relationship management, and IoT technologies. Whether delivering services from home or service centers, Bosch guarantees the security of client and customer data, ensuring operational continuity and quality, thus offering a seamless service experience in all circumstances.

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Bravery, Solution-centricity, Long-term Partnership

The core values encapsulating the company’s essence are bravery, solution-centricity, and long-term partnership. Bosch’s spirit ingrains bravery, driving the company to explore uncharted territories and embrace novel ideas fearlessly. The company views failures as valuable learning experiences, propelling it to innovate and push boundaries continuously.

Central to Bosch's ethos is its solution-centric style. Unlike competitors that claim customer focus, Bosch goes a step further, ensuring that its solutions are not just quick fixes but enduring, scalable, and flexible. The company prioritizes collaboration, often forging strategic partnerships to deliver holistic solutions.

Moreover, Bosch sees itself as a long-term partner, committed to nurturing relationships with clients and within its ecosystem. Rather than focusing solely on short-term gains, Bosch envisions enduring partnerships that span decades, guiding innovation toward sustainable outcomes. The company's unwavering commitment to bravery, solution-centricity, and long-term collaboration underscores its innovative spirit.

Embracing New Horizons

Bosch anticipates intelligent automation serving as a pivotal differentiator in the future, helping drive transformation for its clients. The company is witnessing profound shifts in ecosystem evolution and platform integration in domain technology, such as automotive and logistics. Bosch acknowledges these challenges and positions itself to introduce novel services and solutions for customers.

With a strong foothold in industries like logistics, automotive, and pharmaceutical (pharma), Bosch is well-positioned to play a key role in these transformative shifts. Having entered the healthcare and pharma

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markets three years ago, the company's strategic expansion reflects its commitment to diversifying its portfolio and seizing new opportunities in these burgeoning sectors. The company emphasizes a holistic approach to automation, focusing on efficiency, reshaping businesses, and addressing customer needs innovatively.

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Conclusion

Bosch Service Solutions (Bosch) stands as a trailblazer in intelligent automation, exemplifying excellence through its commitment to innovation, customer service, and technological advancement. With a strategic focus on specific sectors and a unique approach to automation, Bosch continues to lead the way in providing tailored solutions that meet and exceed customer expectations. Through its core values of bravery, solution-centricity, and long-term partnership, Bosch embodies a spirit of innovation and dedication that sets it apart in the business process outsourcing industry. As the company embraces new horizons and anticipates future challenges, Frost & Sullivan concludes that Bosch remains at the forefront of driving transformation and delivering exceptional service experiences.

With its strong overall performance, Bosch Service Solutions earns the 2024 Frost & Sullivan Technology Innovation Leadership Award in the intelligent automation industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

