



### **Bosch Service Solutions wins Technology Leadership Award**

#### **Frost & Sullivan awards prize for Robotic Process Automation (RPA)**

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- ▶ Prize recognizes company's pioneering role in the Customer Management Business Process Outsourcing (BPO) industry in Europe
- ▶ Exemplary best practices in automation processes
- ▶ Jury praises end-to-end implementation of global digitization

Frankfurt am Main – Well-known consultancy firm Frost & Sullivan has honored Bosch Service Solutions with the Technology Leadership Award for its exemplary best practices customer management BPO (Business Process Outsourcing) in Europe. In particular, Frost & Sullivan praised the use of the company's innovative Robotic Process Automation (RPA) solution and Artificial Intelligence (AI) in global automation. These are not only implemented at Bosch Service Solutions, but also form part of the company's strategy. As the Bosch division is optimizing its complex processes, there will be positive knock-on effects for customers such as increasing employee satisfaction. Two of Frost & Sullivan's evaluation criteria for the award were the extent to which the technology is used and the impact it has on the company's success.

Analyst Stephen Loynd of Frost & Sullivan noted that, "Bosch Service Solutions offers its customers concepts and methods that aim to improve the entire service chain, where automation is a key part of the solution. And instead of implementing these steps individually as necessary measures, Bosch integrates them on an end-to-end basis. The result is a set of rational solutions." In addition, Irfan Ali, Head of Robotic Process Automation at Bosch Service Solutions, commented on receiving the award: "We are thrilled to have won this prestigious award. We always consider automation with a view to the overall result. We take into account the goals and process value streams. Based on this, we redesign and revise the processes and create a comprehensive automation solution."

### **RPA – an important step toward digital transformation**

The Technology Leadership award is a testament to the forward-looking and holistic approach adopted by Bosch Service Solutions in implementing automation steps in customer service and business processes. Bosch does not see automation as a threat to the business, but rather as the key to future competitiveness. The company division is not concerned with the use of technology as a means to replacing employees. Rather, the goal of automation is to create an ideal combination of human resources and technology. The aim is to enhance the customer experience, increase employee satisfaction, and help foster new business models. The use of RPA relieves employees from routine, error-prone tasks so that they can concentrate on more demanding ones.

### **Artificial intelligence improves service**

Bosch Services Solutions also uses Artificial Intelligence (AI) applications such as pattern recognition and machine learning. These enable customer concerns to be identified during an interaction with the customer advisor, and can also be used to supply associates with unsolicited information relating to a consultation. In turn, this allows the associate to focus on the customer and to address his or her concerns in an empathic way. This leads to greater satisfaction on both sides.

### **The jury's verdict: the winner convinced us across the board**

Technology leaders are companies that promote the development and successful introduction of high-tech solutions for key problems within the sector, thus actively shaping the future of the industry. The independent analysts at Frost & Sullivan evaluate candidates' solutions and take account of technological influences, as well as business impact. Criteria included commitment to innovation and creativity as well as operational efficiency customer acquisition and potential for growth. Other important criteria included the impact on associates and customers.

The prize will be awarded in London in spring 2019.

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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 division develops integrated and innovative service solutions in the areas of Mobility, Monitoring, and Customer Experience. Around 9,000 associates at 28 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.*

More information at [www.boschservicesolutions.com](http://www.boschservicesolutions.com)

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,000 associates worldwide (as of December 31, 2017). The company generated sales of 78.1 billion euros in 2017. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 64,500 associates in research and development.*

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