



BSH applies comprehensive assessment

B/S/H/

Customer

BSH Bosch und Siemens Hausgerätee GmbH

Industry

Industry

Company profile

In the home appliances sector, BSH is the market leader in Germany and Western Europe, and one of the top manufacturers worldwide.

Role of ec4u

ec4u first ascertained all parameters relevant for a decision on a standard versus a self-developed CRM system, and complemented this with subsequent analysis and a recommendation.

Benefits

BSH used a set of valid and transparent criteria to devise its CRM strategy.

BSH has a self-developed CRM system to support extensive CRM activities in the B2B sector. After developing a new CRM strategy for this sector, the question arose as to whether to expand the existing program or to integrate standard software.

BSH Bosch und Siemens Hausgeräte GmbH is a global leader in manufacturing home appliances. Its 45 factories in Europe, Asia, North America, and Latin America produced 40 million units in 2006 for revenues of € 8.3.

BSH places great significance on the relationships with its business partners – underscored by its guiding principle: “We leave no stone unturned to ensure that dealers and consumers around the world consider BSH a competent, dependable, and fair partner.”

In order to pay homage to this motto, one needs not only the right CRM strategy, but also the right software.

STATUS QUO: EXISTING CRM SOLUTION FOR THE B2B SEGMENT

Since 2003, BSH has been using comprehensive software to handle all its CRM activities for the B2B segment. Integrated directly into an SAP system, this software covers all relevant application areas like the management of customers, activities, campaigns, and service and includes a mobile sales component as well. This program in various countries undergoes regular optimization.

CHANGE IN STRATEGY FOR RELATIONSHIPS WITH CONSUMERS

BSH sought to supplement its customer relationship strategy, which focused mainly on dealers, with a CRM strategy directed at consumers – in order to back dealers. The question naturally arose as to the system needed to accomplish this goal.

SELF-DEVELOPED VERSUS STANDARD SOFTWARE

The core of this effort called for ec4u to draw up the underlying basis to compare the self-developed system versus standard CRM software and facilitate the final choice. Primarily three key aspects were thus evaluated:

1. Computation and comparison of the TCO (Total Cost of Ownership), TBO (Total Benefit of Ownership), and weighing of time-related issues,
2. Simulation and evaluation of a multinational rollout,
3. And analysis and assessment of basic success factors for each alternative.

ec4u assisted BSH in coming up with a sound basis for making the decision.

The results, generated in several phases over a period of just 4 weeks, led to a quick decision. A

“We already had most of the data needed to choose between a self-developed solution and standard CRM software. ec4u assisted us in structuring and scrutinizing this information, and to apply past experience to reach a sound decision.”

Matthias Frenzel (Sales Processes and Customer Relationship Management),
Frank Vandrey (ECommerce and Service Management),
Bosch und Siemens Hausgeräte GmbH

streamlined project organization and application of ec4u methodologies and best practices helped accomplish these tasks on time.

The TCO and TBO provided a transparent framework of costs for management, and highlighted the benefits of the alternatives compared. ec4u made a clear recommendation based on qualitative and quantitative aspects – enabling BSH to reach its decision.