Gaining customer insights through new digital outlets

Challenge

Bosch Thermotechnik traditionally did not sell to the end customer, and instead they relied on their distribution channels for that final sale. That approach, however, did not allow Bosch to have any insight into their customers, what products they chose, or how they were using them.
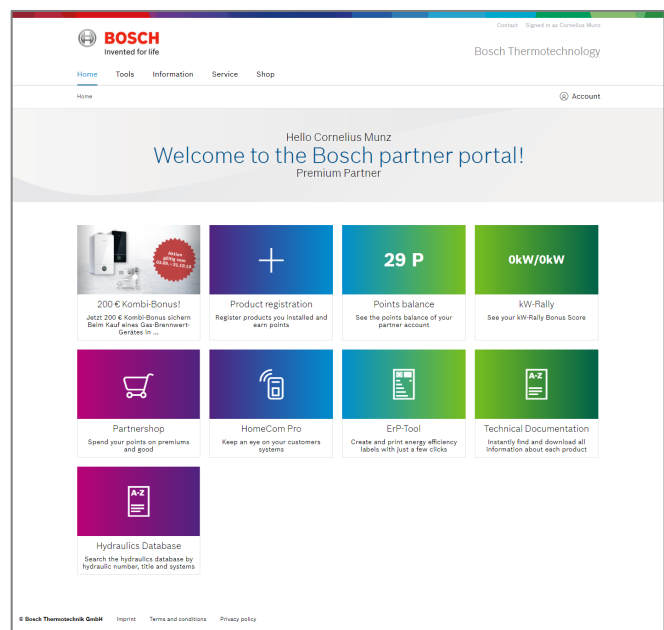
Solution

Bosch wanted a direct line of communication with their customer base. To gain this important customer access, they decided to create a customer loyalty program that awarded points and ultimately allowed them to interact directly with their customers.

> To gain visibility into end customers, Bosch wanted a Customer Loyalty program, with points-based purchasing, and selected Virto Commerce to create the ecommerce solution.

When customers purchase a Bosch Thermotechnik product, they are able to log into the loyalty portal, where they can register their purchase and receive points in their account.

Customers can then use those points to purchase various products directly from the portal rewards program. This process allows Bosch to receive vital market information, while giving incentives to the customer and keeping them engaged with the brand.

Bosch Chose Virto Commerce

Bosch knew they wanted to use a pre-existing ecommerce solution, as opposed to developing their own. To do this, Bosch needed to choose a software that is based on the Microsoft technology stack, which is their internal technology. Furthermore, the chosen platform needed to be extremely customizable to accommodate Bosch's complex integrations and specific requirements.

> "We chose Virto Commerce because it is the only platform that had the customizability and support options that we need. From the pre-service consultation, to the technical team support, Virto Commerce was responsive and informative, and most importantly, able to provide valuable insight into our core needs."
>
> ~ Cornelius Munz, BOSCH Digital Solutions Engineer

Implementation

This project was the first ecommerce implementation for Bosch, so to help with the learning curve, Virto Commerce held an onsite kick-off workshop with Bosch's technical team.

Customer Loyalty Portal Project Requirements

- Integration with multiple fulfillment providers

- Points-based purchase system. No actual currency exchanged.

- High level of automation needed for importing new products

Bosch
Customer Loyalty Portal

- 17,000 customers using the portal
- 500 orders in first 2 weeks
- 3,000 articles listed
- 4 fulfillment providers

Because Bosch wanted to manage front-end development, Virto Commerce was able to develop a solution around Bosch's front-end technology stack. This approach allowed them to streamline API calls, ensuring the solutions ran efficiently, and enabled Bosch to focus on their main business requirements. By also using the rest API, they were able to access data from the Virto Commerce backend, which was cost effective.

Result

Bosch Thermotechnik now has a Customer Loyalty Portal that allows Bosch to gain valuable customer insight and build strong customer relationships.

With the portal built on Virto Commerce and the Microsoft technology stack, Bosch is able to add on additional fulfillment providers seamlessly.

The Bosch Customer Loyalty Portal serves as a long-term solution that grows with Bosch and its future business needs.