

Delivering value-added lead management services for cross-selling and utilities management



The challenge

The customer, a leading utility company, was struggling to add business value with:

- Roadblocks in increasing sales conversion and customer retention
- A stiff target of 2.5 million gas and electricity customers by 2025



The solution

Bosch accelerated business value creation with:

- Unified call management service for cross-selling electricity, gas and/or value-added services and retaining or processing disconnection requests
- Integrated sales channels for clients and associated or partnering companies (records captured through client's direct and indirect digital media) for consulting and sales activities
- Streamlining back-office tasks in accordance with the current legal framework to confirm sales
- Processing and service delivery recording in the customer's CRM systems
- Reporting for management follow-up
- Customer-specific tools (Salesforce) combined with in-house developed solutions (Genesys, Outbound Manager, and Trasno automation)



The benefit

The customer experienced:



Increased turnover
and sales conversion



Lowered customer
churn



Reduced
acquisition cost



Reduced fraud
possibility