Smart by design. Seamless by experience.

Reimagine CX through intelligent data and design-led platforms

From hyper-personalized interactions to omnichannel service delivery—in today's fragmented tech ecosystem, customers expect more and faster. Bosch SDS drives outcomes that matter—enabling better engagement, smarter selling, and superior service. We help enterprises across industries accelerate customer-centric transformation using cutting-edge platforms, intelligent workflows, and Bosch-grade delivery excellence.

Drive meaningful customer outcomes, designed for the future

CX STRATEGY AND DESIGN

Define customer journeys, identify pain points, and design value-driven touchpoints.

CUSTOMER AND MARKET INSIGHTS

Use AI-powered analytics and VoC tools to capture customer sentiment and trends.

PERSONALIZATION AND CAMPAIGN ORCHESTRATION

Deliver targeted, real-time interactions across channels.

COMMERCE AND SELF-SERVICE ENABLEMENT

Streamline discovery, transactions, and post-sale services via digital self-service.

CX PLATFORM IMPLEMENTATION AND OPS

Deploy and manage MarTech/AdTech stacks to support omnichannel experiences.

SERVICE AND EXPERIENCE MANAGEMENT

Drive continuous improvements through monitoring and closed-loop feedback.

Powering customer journeys with value-led partnerships

SAP

DRIVING INTELLIGENT CX WITH THE SAP CLOUD ECOSYSTEM

As a trusted SAP partner, Bosch SDS helps organizations create data-driven, end-to-end experiences by integrating SAP CX, SAP S/4HANA, and SAP BTP. From sales and service to commerce and marketing, we streamline customer journeys and improve enterprise agility.

KEY AREAS OF IMPACT:

- Seamless quote-to-cash with SAP sales cloud and CPQ driving sales efficiency

- Predictive service delivery using SAP FSM, IoT, and AI for faster issue resolution

- Personalized marketing powered by SAP Emarsys and real-time customer data

- Unified commerce experiences across B2B/B2C touchpoints with SAP commerce cloud

CASE IN POINT
End-to-end SAP C4C delivery at scale

A global manufacturing leader partnered with Bosch SDS to deliver and support a heavily customized SAP C4C solution for 2,000+ users across geographies, resulting in:

~95% resolution rate from offshore L2 support	**4%** year-on-year productivity improvement

Microsoft

DELIVERING CONNECTED EXPERIENCES WITH MICROSOFT DYNAMICS & AZURE

Bosch SDS partners with Microsoft to deliver connected, data-driven customer experiences by integrating Dynamics 365, Power Platform, and Azure AI. From marketing and sales to service and analytics, we help organizations unify customer data, personalize engagement, and drive faster, more intelligent business outcomes.

KEY AREAS OF IMPACT:

- Real-time personalization with Dynamics 365 customer insights

- AI-powered support through virtual agents and intelligent case routing

- Automated campaigns with behavior-based journeys in Dynamics 365 marketing

- Insight-driven decisions

CASE IN POINT
Simplified global sales operations

A global packaging manufacturer partnered with Bosch SDS to implement Microsoft Dynamics 365 and unify customer data across ERP systems, leading to:

95%	50%
accuracy in master data distribution	reduction in manual effort

POWERING SMARTER CX AND CHANNEL ENGAGEMENTS WITH SALESFORCE

Bosch SDS helps enterprises build seamless, customer-first journeys across the Salesforce ecosystem. By orchestrating Sales, Service, Commerce, and Experience Clouds, we enable smart selling, omnichannel support, and scalable personalization—all powered by automation and AI.

KEY AREAS OF IMPACT:

- Accelerated sales with CPQ, Einstein AI, and automated approvals

- Omnichannel service through Service Cloud Voice and case intelligence

- Composable commerce personalized in real time

- Unified portals with experience Cloud for

CASE IN POINT
Unifying global CX with Salesforce across divisions

Bosch SDS implemented a Salesforce-led CRM transformation across Bosch's mobility divisions, addressing fragmentation and process complexity, resulting in:

| 20% reduction in manual effort | 10% revenue uplift in new markets |

tacton

SIMPLIFYING COMPLEX SALES EXPERIENCES WITH INTELLIGENT TACTON CPQ

Bosch SDS leverages Tacton CPQ to simplify complex selling in manufacturing environments. We enable guided configuration, accurate quoting, and seamless integration with SAP, PLM, and CRM platforms—empowering sales teams to respond faster and reduce order errors.

KEY AREAS OF IMPACT:

- Frictionless configuration through guided selling for engineer-to-order products

- Interactive 3D visualization to improve accuracy and buyer confidence

- Integrated quoting with SAP, Salesforce, and PLM systems for real-time feasibility

CASE IN POINT
Modernized CPQ for high-performance automation

A global robotics leader collaborated with Bosch SDS to modernize its CPQ system using Tacton and Azure, achieving:

Automated workflows	Reduced quote throughput time

Ready to build customer experiences that scale?

Partner with Bosch SDS to unlock future-ready CX—rooted in strategy, powered by technology, and optimized by design.

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