Customer Case Study

BOSCH

VIRTO COMMERCE

Bosch Gains Insights from its Customer Loyalty Portal with Virto

THE CHALLENGE

Bosch Thermotechnik traditionally did not sell to the end customer, instead they relied on their distribution channels for completing the final sale. This approach, however, did not allow Bosch to gain important insight into the customer experience, including data about how products are used, to how and where customers were installing them.

THE DIGITAL COMMERCE SOLUTION

Bosch wanted a direct line of communication with their customer base. To gain this customer access, they decided to create a customer loyalty program in a digital commerce solution that allows them to interact directly with their customers.

Solution Requirements

- Integration with multiple fulfillment providers
- Points-based purchase system. No actual currency exchanged.
- High level of automation needed for importing new products

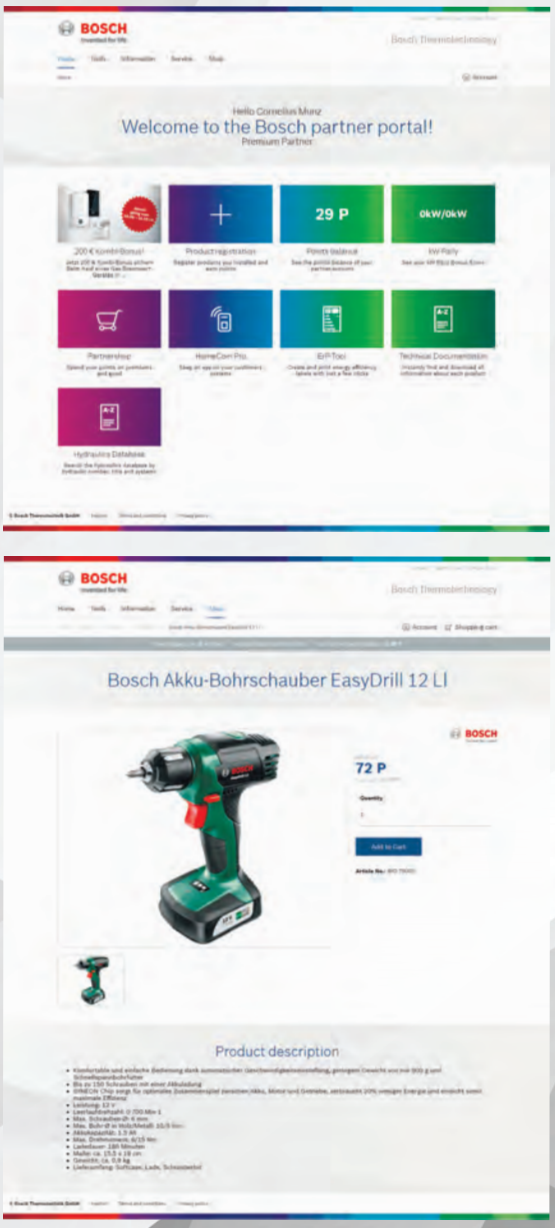
HOW THE CUSTOMER LOYALTY PLATFORM WORKS

When customers purchases 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. Using those points, they can then purchase various rewards directly from the portal. This process allows Bosch to receive vital market information, while giving incentives to the customer and keeping them engaged with the brand.

ABOUT BOSCH THERMOTECHNIK

Bosch Thermotechnik, the Thermo technology division of the Bosch Group, is one of the world's leading suppliers of heating products and hot water solutions. Using cutting edge technology, backed by more than 13,000 employees worldwide, Bosch Themotechnik offers customers around the world innovative and pioneering solutions for room climate, hot water, and decentralized energy management.

Bosch Customer Loyalty Portal



HOW BOSCH SELECTED VIRTO COMMERCE

Bosch knew they wanted to buy a solution and did not want to develop their own ecommerce tool. 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 they were the only platform that had the customizability, a .NET framework, and support options that we were looking for. From the pre-service consultation to their technical team support, they were 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 Virto Commerce held an onsite kick-off workshop with Bosch's technical team. 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 solution ran efficiently, and enabled Bosch to focus on their main business requirements. Furthermore, by using the rest API, they could access data from the Virto Commerce backend, which was quite cost effective.

THE RESULT

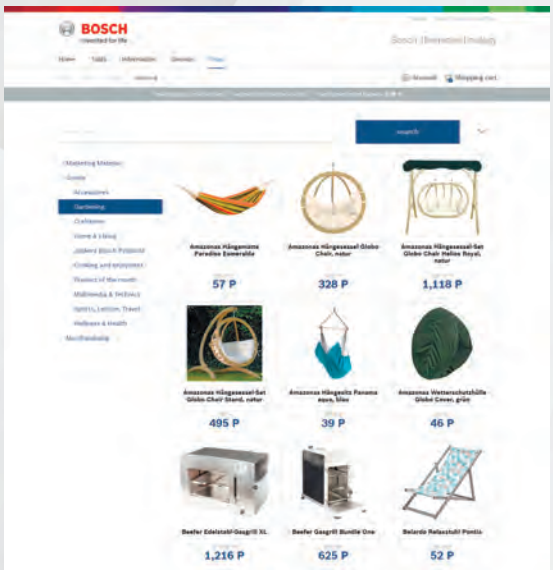
Bosch Thermoteknik now has a customer loyalty portal that allows them to understand their customers better. Highlights include:

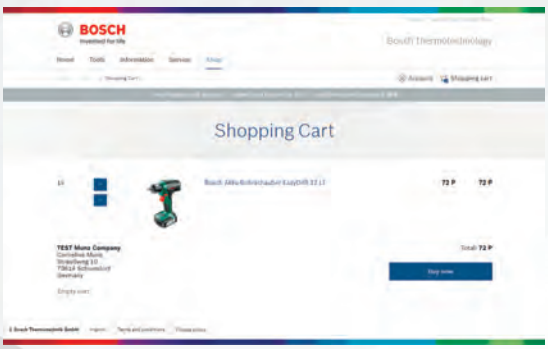
- 17,000 customers using the portal
- 500 orders in first 2 weeks
- 3,000 articles listed
- 4 fulfillment providers

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.

Bosch Portal Shopping Cart





Virto Commerce is a worldwide leader in B2B digital commerce software and was founded in 2011 by industry experts with decades of ecommerce experience. Virto Commerce provides our robust commerce technology, services, and expertise to over 100 companies worldwide.

Leveraging our open source platform and hosted solution, our clients strategically use Virto Commerce to build stronger customer relationships and rapidly increase global online sales.

Learn more: virtocommerce.com | Contact us: sales@virtocommerce.com