BOSCH CROSS-SELL WIDGET CAROUSEL

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BOSCH

AGENDA

Problem

Solution

Strategic Fit

Revenue Model

Main Functionality

Demo

Questions

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PROBLEM

➢ Currently Bosch does not cross sell products from outside other business units.

➢ Bosch does cross sell intra-business unit products effectively.

➢ For Example: If you go out to a PT commerce site, you will see suggestions to buy additional PT products on the PT site. But not AA or DC products

➢ The same is true for AA, and DC, and other Bosch business units.

➢ What's the solution?

What is the market problem or customer pain point which currently exists?

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SOLUTION

How does this concept solve the market problem or customer pain point?

➢ My proposed solution is a Cross-Sell widget (carousel). The widget would be included on all Bosch-hosted sites to promote Bosch products.

➢ This solution is to exploit the opportunity afforded, when a customer is looking at a Bosch website by making them aware of additional Bosch products. (like Amazon)

➢ This widget would be developed independently of any one business unit and would use marketing research and AI to determine the best products to show in the limited space.

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STRATEGIC FIT

How does this idea contribute to the current strategy at Bosch?

➢ This proposal is to effectively create a Bosch advertisement section inside Bosch-hosted pages to suggest additional Bosch products.

➢ This would increase sales across Bosch business units by focusing the marketing to include all Bosch products.

➢ Plus, a centrally managed widget could be easily plugged into existing sites, keeping development costs to a minimum.

➢ A JAVA and DOT NET version would need to be developed so the widget could be hosted on either platform.

➢ The backend could be serviced by a single API used by any platform.

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REVENUE MODEL

➢ User click tallies inside the widget and directing to other products could be used to determine the effectiveness of the cross-sell widget.

➢ If we can determine if the users who have been redirected purchase a product after being redirected, that can determine whether the model created revenue within Bosch.

➢ This widget would be developed independently of any one business unit and would use marketing research and AI to determine the best products to show in the limited space.

HOW CAN THIS CONCEPT BRING IN REAL MONEY INTO THE ORGANIZATION?

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MAIN FUNCTIONALITY

A carousel web part will display products in a horizontal display style.
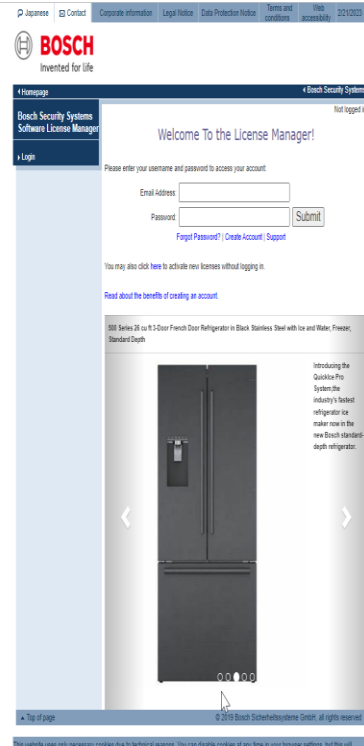
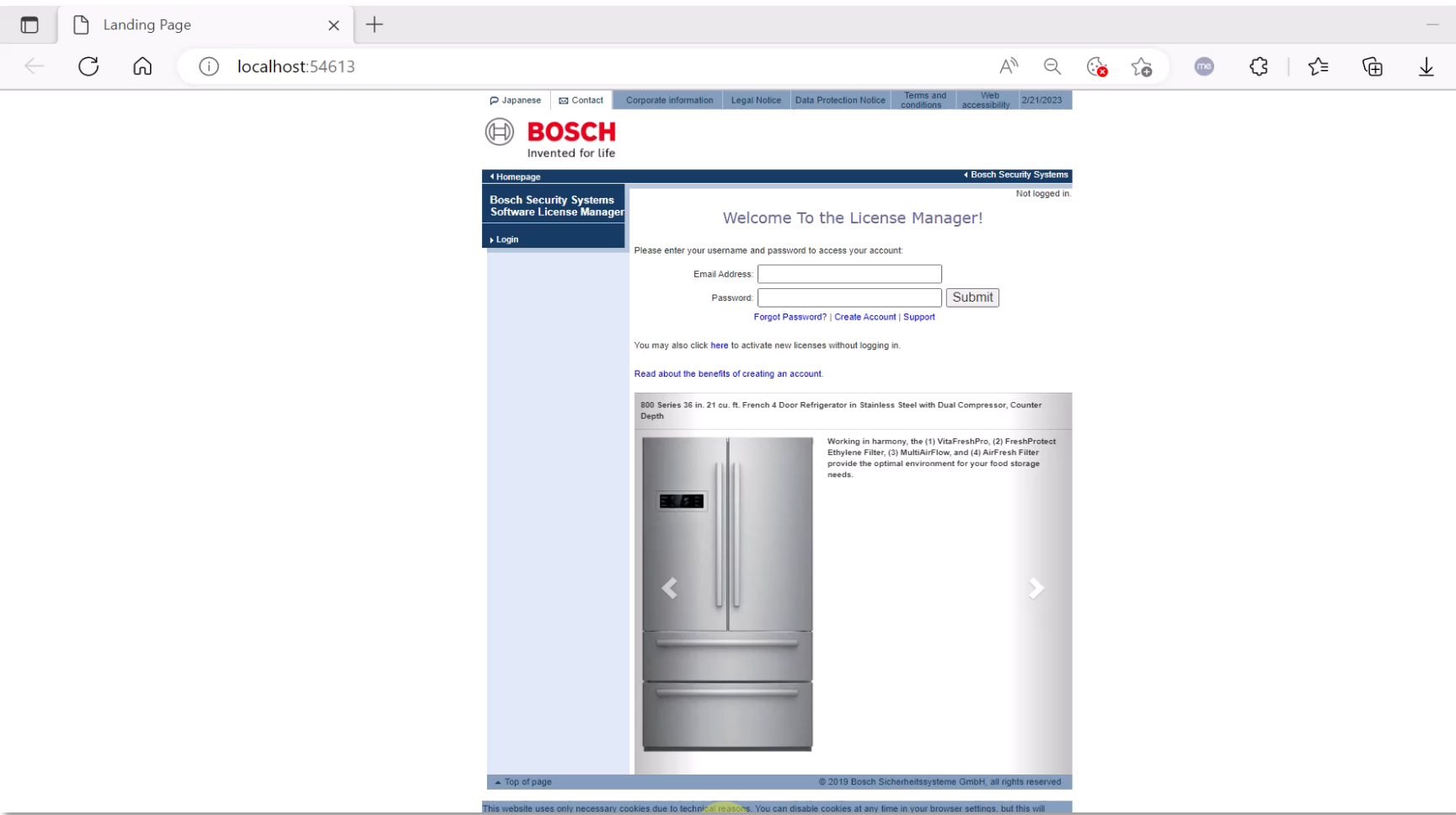**The web part will be designed to insert into any web page.**

Each item in the carousel will consist of:

Main image

Title

Brief description

Link to the product where that product is described in full for B2B or B2C customers

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DEMO WIDGET CAROUSEL

QUESTIONS?

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