# Case Study Assignment

# Bosch Automotive Aftermarket: Delivering outstanding customer support and winning new business with connected service processes

Task 1. Select a Case Study for your Assignment

**Customer Story:** [**Bosch Automotive**](https://www.sap.com/asset/dynamic/2023/06/ce35e749-797e-0010-bca6-c68f7e60039b.html)

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| Customer profile:   * Company: Bosch Automotive Aftermarket * Industry: Automotive * Headquarters: Karlsruhe, Germany * Size: 13,000 employees | Digital transformation impacts:   * Enhanced customer satisfaction through faster and more transparent service * Consolidation of multiple siloed databases into a single platform * Improved visibility into service ticket statuses and customer interactions * Future integration with SAP S/ 4HANA for broader business process optimization |
| SAP solution technology areas:   * SAP Service Cloud * SAP ERP Integration * Third-Party System Connectivity * Future Integration Plans | Case study material includes:   * Description of SAP Solution * Videos, text -based information describing SAP engagements |

Task 2. Understand the customer and industry context

**Activity 1: Identify Business or Technology Trends in the Industry**

**Bosch Automotive Macro Trends:**

1. Digital Transformation in Automotive Aftermarket
2. Customer-Centric Business Models
3. Integration of IoT and AI in Service Management
4. Sustainability Initiatives
5. Cybersecurity Enhancements

**Sources:**

<https://transformainsights.com/research/reports/digital-transformation-automotive>

<https://www.kaaiot.com/iot-knowledge-base/integration-of-ai-and-iot-benefits-and-challenges>

<https://online.hbs.edu/blog/post/sustainability-initiatives>

**Activity 2: Identify Customer Motivations**

In the Bosch Automotive customer story, the customer’s motivations are:

* Enhancing Customer Experience: Bosch aims to improve aftersales service efficiency, leading to higher satisfaction and increased brand loyalty
* Streamlining Operations: By consolidating disparate systems into a single, integrated solution, Bosch seeks to reduce complexity and improve service agent productivity

**Activity 3: Identify the Customer’s Business Goals**

In the Bosch Automotive customer story, the customer’s business goals are:

* Improved Customer Engagement Offering seamless customer service through integrated platform, and enhancing satisfaction
* Increased Operational Efficiency Centralizing service data to minimize system redundancies and improve the accuracy of customer and service records.
* Compliance with Standards Ensuring adherence to data privacy regulations like GDPR while integrating legacy systems with modern’s technologies

**Activity 4: Identify Analysis Frameworks**

1. To understand more about the customer’s business goals in the Bosch Automotive Customer Story, I have selected SWOT Analysis Model and PESTLE Analysis Model.
2. I chose the SWOT Analysis because it helps identify Bosch’s strengths in leveraging SAP Service Cloud, recognize internal inefficiencies, explore opportunities to improve customer satisfaction, and address external threats like competition or regulatory challenges.  
   I chose PESTLE Analysis Model because it provides a comprehensive understanding of external macro-environmental factors that could influence Bosch’s implementation of SAP Service Cloud, such as compliance with GDPR or adapting to technological advances in AI and IoT.
3. SWOT Analysis

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| --- | --- |
| Strengths   * Established brand reputation in the automotive industry * Strong technical expertise and innovation in repair shop technologies | Weaknesses   * Reliance on multiples siloed systems before implementing SAP Service Cloud * Potential resistance during system consolidation |
| Opportunities   * Expanding market for digital aftersales solutions * Increasing customer demand for efficient, transparent service processes | Threats   * Rising competition in the aftermarket service industry * Risks associated with data privacy and cybersecurity breaches |

Task 3. Build your project team

**Activity 1: Identify your role on the project team and why you have chosen it**

I will be Business Process Consultant on the Bosch Automotive project team. I have chosen this role because I want to use my design and strategic thinking to enhance customer satisfaction.

**Activity 2: Describe the skills and expertise you’ll bring**

As a Business Process Consultant I will work with the Customer team to understand how SAP can help them to achieve their goals and enhance the customer’s satisfaction after sales. This could involve designing new processes or coming up with new products.

The key skills I will bring to the project are:

* Process Analysis Expertise: Ability to analyze, map, and optimize current customer service processes to align with SAP Service Cloud capabilities
* Industry knowledge: Understanding of the automotive aftermarket industry, including key trends, customer pain points, and operational workflows
* Change Management Skills: Ensuring a smooth transition by addressing user adoption challenges and providing guidance on best practices for process improvements
* Collaboration skills: to work with and build effective relationships with my colleagues, the customer and any other stakeholders

**Activity 3: Identify the skill and expertise mix needed for the project**

To deliver the Customer SAP implementation, the ideal project team would include the following roles and mix of expertise/skills:

* Technical Consultant:

Skills: Expertise in SAP Service Cloud configuration, API integrations, and ERP connectivity.

Why: Ensures the technical implementation is seamless and aligns with Bosch’s IT infrastructure

* Project Manager:

Skills: Strong leadership, time management, and risks mitigation skills.

Why: To coordinate activities, manage timelines, and ensure the project stays within scope and budget

* Data Analyst:

Skills: Proficient in data migration, cleansing, and analysis.

Why: To ensure accurate migration of customer and service data into SAP Service Cloud.

* Functional Consultant:

Skills: Deep understanding of SAP Service Cloud functionalities and business process alignment.

Why: To bridge the gap between technical solutions and business requirements.

* Architect:

Skills: Designing scalable and secure system architectures.

Why: To ensure the solution is future-proof and integrates seamlessly with existing IT landscapes.

**Activity 4: How the team will collaborate**

The team will collaborate to deliver the Customer SAP implementation by:

* Collaboration for Requirement Gathering: The Business Process Consultant and Functional Consultant will collaborate with Bosch stakeholders to understand business requirements and document process optimizations.
* Solution Design: The architect will design a scalable system that meets Bosch’s needs, incorporating inputs from the Technical Consultant for SAP Service Cloud integrations.
* Implementation and Testing: The technical consultant will configure the solution, and the Data analyst will manage data migration. The team will conduct rigorous testing to ensure functionality.
* Project Oversight: The Project manager will oversee timelines, budgets, and risk mitigation strategies, ensuring alignment across all roles.
* Change Management and Training: The Business Process Consultant will lead user training sessions and address process-related concerns to drive adoption.

Task 4: Develop an executive summary deck to present to the customer

Deck Outline

Slide 1: Introduction

Title: Bosch Automotive Aftermarket: SAP Service Cloud Implementation

Key Points:

Overview of Bosch Automotive Aftermarket's challenges (e.g., siloed systems, inefficient service processes).

Objective: Unified customer service processes using SAP Service Cloud.

Expected benefits: Enhanced customer experience, streamlined operations.

Slide 2: Macro Trends Impacting the Industry

Title: Key Trends in the Automotive Aftermarket Industry

Key Points:

1. Digital transformation in customer service.

2. Integration of IoT and AI for predictive maintenance.

3. Demand for sustainability and compliance.

4. Cybersecurity and data privacy focus.

5. Increased personalization of customer services.

Slide 3: Customer Motivations and Business Goals

Title: Why Bosch Invested in SAP Service Cloud

Key Points:

Motivations:

1. Improve customer experience.

2. Streamline operations for efficiency.

Business Goals:

3. Centralized service data and faster customer response times.

4. Increased operational efficiency.

5. Compliance with regulatory standards (e.g., GDPR).

Slide 4: Project Team Structure and Roles

Title: Roles and Collaboration in the Project Team

Key Points:

Key Roles: Business Process Consultant, Technical Consultant, Project Manager, Data Analyst, Architect.

Collaboration:

Process Consultant and Functional Consultant align customer needs with SAP solutions.

Architect and Technical Consultant ensure robust implementation.

Project Manager oversees the timeline, budget, and risks.

Slide 5: Expected Outcomes and Next Steps

Title: Delivering Value with SAP Service Cloud

Key Points:

Improved customer satisfaction through seamless service operations.

Increased efficiency by consolidating multiple systems.

Future integration with SAP S/4HANA for enhanced scalability.

Next Steps:

Finalize training for service agents.

Monitor the implementation for continuous improvements.