



COMPANY

Bosch Car Service HELP in Dresden-Klotzsche offers a wide range of automobile services. Their range of services includes not only car repair and maintenance, but also services, sale and rental of car trailers, sale and fitting of car equipment, installation and conversion of disabled-friendly cars, as well as GPS, and load safety. Using Feedbackstr, the Bosch team is able to continuously measure the quality of their services, not only the quality of their repairs but also their reliability, and processes.




CHALLENGE

Bosch required a way to measure customer satisfaction right after service. The two pressing topics in the survey were to be how customers would rate the mechanics and the car inspection. The customers were to be informed of the Feedbackstr survey and motivated to submit their feedback. The challenge was reaching and engaging customers to submit their feedback at the right place and time.



Bosch Car Service Help

At a Glance

-  **Industry**
Automotive
-  **Headquarters**
Dresden
-  **Website**
www.help-dresden.com

Highlights

- ✓ Brand-independent garage
- ✓ Professional master service
- ✓ Testing technology for main examinations & inspections

Example survey:
www.fdb.ac/repair



SOLUTION

The Feedbackstr team created a customized flyer that could be hung on the vehicles' front mirrors. This was used to inform customers of the Feedbackstr survey and motivate them to submit their feedback. In the Bosch service center, tablets and flyers leading to the survey were made available to customers, so that Bosch can measure their service quality constantly. Weekly analysis helps stay on top of the newest results and suggestions, making it easier to react to customer wishes. Additionally, the survey and the results were made available on Bosch's homepage: www.help-dresden.de.

RESULT

Bosch Car Service HELP in Dresden-Klotzsche has been using our digital surveys since March of 2013, and has already gathered numerous positive responses. Feedbackstr allows the Bosch team in Dresden-Klotzsche to improve its image as an innovative and customer-oriented team. The service at the center has already been optimized thanks to customer feedback. Further surveys are planned for the future regarding the website layout and other areas of business.



MULTICHANNEL MEASUREMENT OF CUSTOMER SATISFACTION

FLYERS IN VEHICLES, TABLETS IN THE SERVICE AREA

BOOSTING THE IMAGE FOR THE TARGET GROUP

