



**AVISHKAAR MAKES OPERATIONS OF BOSCH POWER TOOLS DIVISION
POWERFULLY SIMPLER!**

CUSTOMER EXPERIENCE – BOSCH POWER TOOLS



BOSCH

Invented for life

Avishkaar
... Transforming Inspirations

BOSCH POWER TOOLS

Bosch power tools division had a DOS based ERP system to maintain their sales and Inventory. In the year 2005 they migrated to SAP to have an advanced and robust system in place. After successful implementation of SAP and streamlining of all the processes, they were able to capture all the information in a systematic manner. Once they had all the relevant data, the challenge was to analyze the data present in a neat format to the department heads and range heads. Even though they had SAP BW server, they didn't had the expertise to extract data in the required formats. Hence the need rose for a system which can extract the raw data from SAP and provide reports in the required formats.

SL No.	CHALLENGES	OUR SOLUTION
1	Even though that had SAP system in place, they were dependent on regional heads and concerned Managers to arrive at their All India sales	This application extracts the raw sales data from SAP and provides reports for All India, region wise, Sales Office wise, warehouse house and dealer wise for different product groups. Here the basic data captured is each dealer wise, date wise, Invoice wise, product wise sales. Hence the reports can be generated in any combination based on master definition. The same has been extended to all product group divisions according to their grouping.
2	They have around 25 warehouses across India and analyzing the stocks at each warehouse was a tedious job.	This application provides sales V/s stock available at each warehouse level and helps in maintaining optimum inventory.
3	Bosch power tools division has got around 600 authorized dealers spread across India and most of them have targets for one year.	This application helps in monitoring each dealer performance based on target and keeping them in track to achieve overall target.
4	Logistics department had to study sales, current stock, movement analysis, Pending customer orders, material in transit, Pending orders from Vendor, sales forecast and arrive whether new order has to be placed or not. They had to spend 2-3 days to analyze all these data and arrive at the final figures.	The Planning tool takes all these input data and provides the list of items to be ordered within a span of 1-2 hours. This has helped them in manual errors, wrong procurement or items and better management of current stocks.
5	Bosch Power tools division has got incentive scheme for all dealers based on achievement of their quarterly and annual targets. Earlier they were dependant on the regional heads and area managers to provide each dealer target, achievement and incentive amount applicable. They didn't have any system to cross-check on the data provided.	This application generates Incentive payout report based on dealer targets, achievement and different incentive schemes.

6	Service division is a primary department to retain and make your customers happy. Bosch power tools division has around 200+ authorized service centers across India and there were no proper system to maintain service records.	Dealer Management system helps in maintaining all the service records in a systematic manner starting from tool receipt to delivery. It also helps the dealer to maintain optimum spares stock and improve his turnaround time.
7	Having 500+ models of tools and around 25 warehouses across India, it's difficult to maintain optimum spares stock at all locations.	Sales Intelligence system takes sales and stock data as input, does movement analysis, ageing, categorizes items based on sale value and volume and provides an output report. This tool has helped them to remove most of the non-moving items from different locations and hence reducing their inventory and effective utilization of space.
8	Having 600+ dealers across India, Finance department in each region were spending around 3-4 days in the 1 st week of the month to send all the dealer's ledgers and reconcile.	This application extracts all the customer transactions for the month from SAP, segregates Invoices, Payments, receipts, Credit notes etc., and sends an automated e-mail of their ledger to all dealers. This has reduced their time to 1 hour.
9	Bosch power tools division sets a list price for all the spares applicable for 1 year and sends across to all dealers.	Spare parts Price list CD contains 600+ power tools details with Exploded view of the tool, all the spares of that tool with description, Position used, quantity and Price. It also contains tool lubrication details, testing details and repair instructions as per Bosch guidelines, fixtures to be used during repair. Hence it helps all the dealers to maintain same service standards.
10	Bosch Power tools Division has a centralized call center in Bangalore to cater to all end customer related queries and issues. Earlier they were entering all the customer calls in an excel file and there were no proper follow up to close the issues.	Call centre management system generates a unique ID for all calls and sends out an automated SMS and e-mail to customer as well as the concerned area manager. It has got an escalation matrix integrated, so that non-addressed calls are escalated till range head with automated SMS and e-mail. This has helped in addressing customer calls in a more systematic way and closure of calls.

Overall, Avishkaar has provided applications which cover Sales, Service, Marketing, Logistics and Customer support of Bosch Power Tools Division.

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