

## CASE STUDY: BOSCH - WEBSITE DESIGN

### BOSCH - OVERVIEW

In 1886 Robert Bosch founded "Workshops for Precision Engineering and Electrical Engineering" in Stuttgart, Germany. Over the past 100 years Bosch have become globally renowned manufacturers of products for consumer and business markets. They have numerous intercontinental divisions and their product range can be split into the following areas; automotive equipment, power tools and accessories, thermo-technology, household appliances, communication, automation, and packaging machines.

### DIVISIONAL ADVERTISING LEADS TO WEB DESIGN

Seamless Marketing began working for the Bosch Automation Division in 1998, producing and designing their advertising campaigns. The success of the adverts highlighted the expertise that the Seamless, Design and Marketing Team had to offer and it was these skills, which attracted the attention of the Corporate Affairs Manager at Bosch UK. Bosch were unhappy with their current web agency but impressed by the standard of other web based projects which Seamless had produced. Consequently they asked Seamless to take control of their UK based web presence.

At the start of 2000 Seamless began work overhauling the Bosch UK corporate site [www.bosch.co.uk](http://www.bosch.co.uk). This led to the addition of an interactive job database with an administration area which can Bosch content manage themselves.



[www.bosch.co.uk](http://www.bosch.co.uk)



[www.boschautoparts.co.uk](http://www.boschautoparts.co.uk)

### BOSCH ON-LINE IN 2000

In the autumn of 2000 Mark Peacey, Head of Corporate Affairs for Bosch UK, asked Seamless to produce a website for the Power Tools division of Bosch UK. The website, [www.bosch-pt.co.uk](http://www.bosch-pt.co.uk) is a comprehensive guide to Bosch DIY and Professional Power Tools.

Not only does it contain a full product catalogue but it also allows you to locate your nearest Bosch dealer via an on-line database, find a Bosch power tool accessory and sign up for the Bosch DIY Academy - a weekend workshop for all potential DIYers. The website was supported by a nationwide television advertising campaign.

### BOSCH ON-LINE IN 2001

Following the success of the Bosch Power Tools website, the Bosch Automotive Division approached Seamless Marketing for a solution to their on-line presence. The automotive site [www.boschautoparts.co.uk](http://www.boschautoparts.co.uk) brought together the graphic design, programming and marketing departments of Seamless to devise a solution, which would interest the automotive professional and DIY enthusiast alike while highlighting Bosch's vast product range which they felt most potential customers were unaware of.

The final website presents the complete automotive product range for Cars and Trucks which satisfied the primary objective of the brief. The site goes on to provide environment information, technology innovations for the future and a geocoded dealer locator, which, via a users postcode, reports the nearest 5 Bosch dealers who supply the users required product.



www.bosch-pt.co.uk



www.boschautoparts.co.uk

## BOSCH ON-LINE IN 2002

Seamless continued their close relationship with Bosch UK by completing further development on the Bosch Automotive website. Bosch Automotive was keen to harness the strengths of the Internet to augment communications with their direct and indirect customers through the development of an extranet site. The aim of the Bosch Automotive on-line strategy was to encourage the migration of their b2b customers from paper to web based information and communication systems. Benefits identified included an increase in speed of communication between Bosch Automotive and the end user, faster and cheaper amendments to collateral material with new offers being promoted quickly and efficiently. Also, over time, marketing production costs would decrease.

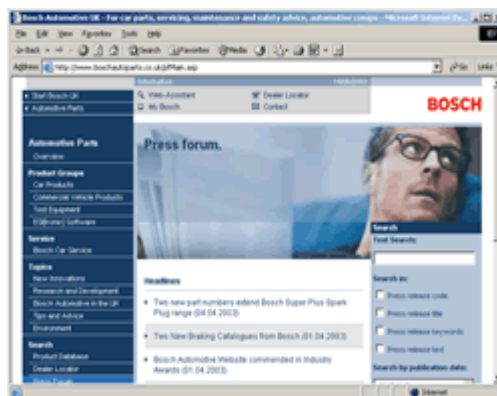
The Bosch Automotive Extranet is password protected and provides differing levels of access for Service Agents, dealers and Bosch Automotive employees. The site is maintained via an extensive content management system which allows all pages to be customised by the site's owner. Extranet users have access to promotional and marketing materials and libraries of information on Bosch Automotive products. In addition Bosch Service Agents have the ability to create personalised, high quality print advertisements, direct mail and stationery. These are free services available 24x7 and are designed to foster a sense of support from Bosch. The management of communications and promotions is now under the control of the individual Service Agents. Hence the time and cost needed to produce communications is substantially reduced. The extranet delivers a better and more personalised service to the end user which results in a more positive perception of Bosch Automotive.

## THE WEBSITE'S MEASURE OF SUCCESS

Since the Bosch SAA website went live in January 2002, Web Trends reports 156% increase in page views from Q1 to Q2 (from 149,250 - 381,097). These page views are maintained during Q3. Q4 results will be available 31/12/02. Bosch SAA support that the number of enquiries and sales leads have increased over the last year with the dealer locator facility being a great success significantly increasing orders for 1st trade level customers (automotive parts distributors).



www.boschautoparts.co.uk



www.boschautoparts.co.uk

## **BOSCH ON-LINE IN 2003 - REVOLUTION AWARD COMMENDATION**

The year began with a positive reaffirmation of the success of the Bosch Automotive on-line strategy. Seamless and Bosch Automotive were invited to attend the Revolution Awards 2003 in association with Yahoo UK and Ireland at the Grosvenor Hotel, Park Lane, London. Seamless was one of 8 finalists in the Best Business-to-Business Service category, finally overcoming stiff competition from BTLooksmart, Cable and Wireless, Espotting and the Guardian Newspaper to receive a commendation from the judges.

Jenny Crook, Studio Manager for Seamless marketing said on the night, "We are thrilled to receive the Commendation from Revolution - it was a real achievement to be chosen as a finalist in this category as we were up against some of the biggest names in the field. Bosch SAA has worked closely with Seamless for several years to develop its on-line strategy and the awards night out is great way for Seamless to say thank you to Bosch for providing us with the opportunity to produce their award winning site."

## **WEBSITE DEVELOPMENT**

Over the course of 2003, the Bosch Automotive website has changed substantially. The necessary implementation of a new corporate style guideline gave Seamless and Bosch Automotive the chance to review the site in whole. The aim was to improve upon the features of the already award-winning site, and Seamless was keen to take the challenge. The site has been substantially improved in terms of content, design and ease-of-use.

The information architecture of the web site was a primary concern. How do you make it easy for the user to find what they want such a large, information-rich site? Seamless consulted with Bosch Automotive and their customers to determine the ideal architecture of the site, modifying its structure to make the site "shallower", and revising the way the sites sections are organised. In addition, further care was taken to "signpost" the pages of the site, helping to maintain the user's awareness of location within the site, and an advanced search facility was added. The search facility takes advantage of an in-memory database founded upon XML, which results in considerable speed increases for searches.

The content of the site was revised to keep it up to date, and new information was added to almost every section. Two large sections were added to the site. Bosch Car Service is an informative micro-site targeted at both the car driver and at repair centres that may wish to join the scheme (see [www.boschautoparts.co.uk](http://www.boschautoparts.co.uk) for more information). A Press Form, using ASP technology, allows Bosch Automotive to add and update press releases, aiding the communication to the media of advances at Bosch.

In addition, the site has been extensively optimised to ensure the optimum search engine recognition. Seamless created title tags and descriptions to submit to the search engines and made recommendations for amending the text within the website. Individual titles were written for the product pages which include product names and the generic phrases.

## **BOSCH ON-LINE IN 2004**

This year the focus is on the Bosch Extranet and the development of its services. Seamless are currently developing the Bosch Diesel Network Extranet to compliment the Bosch Car Service and First Trade Level Extranets.

The website will be maintained with the latest product information and the addition of value added services for the public.

For more information please contact [studio@seamless-marketing.co.uk](mailto:studio@seamless-marketing.co.uk).