

Sales Strategy



Marketing of future Point-of-Sale-Solutions for BSH Home Appliances



Client	Requirements	Approach	Result
<ul style="list-style-type: none"> Bosch-Siemens Home Appliances – a member of the Bosch Group – is the largest home appliance manufacturer in Europe and is one of the world's leading companies in the sector. The digital transition department develops digital strategies that go hand in hand with the development of their clients 	<ul style="list-style-type: none"> Even though online retail continues to grow, the offline point of sale (PoS) will remain crucial and therefore needs to be adapted to changing requirements in the new customer journey. A three-year strategy to digitally enhance the customer journey for BSH's Partners at offline point of sale, shall be developed. 	<ul style="list-style-type: none"> A market research of specific Point of Sales Solutions from different providers was carried out. In order to get an overview of the status quo, primary research such as store visits and interviews with users and Salesmen have been performed A prototype for the digital PoS Solution was developed 	<ul style="list-style-type: none"> Mapped scenarios for the construction of the digital solution at the PoS Visual interactive Prototype First Marketing Concept Short and long Version of the Result Documentation

„Due to a result-driven approach, creativity and an understanding of the user's requirements, the Team generated real added value“

Charlotte Riekert (Project Leader Digital Strategy)

