



# CASE STUDY



# **BOSCH**

Driving Efficiency & Website's Visitors Engagement with Smart Automation: Agentforce Implementation for Bosch SDS

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# OVERVIEW

Robert Bosch Business Solutions India, a key innovation arm of the Bosch Group, drives digital transformation through cutting-edge software engineering and IT-enabled solutions—powering global operations with future-ready technology.

## BACKGROUND



Robert Bosch Business Solutions in India is a subsidiary of Bosch Group, provides digital solutions, software development, and IT-enabled services across domains such as mobility, manufacturing, enterprise solutions, and connected technologies. The company focuses on areas like AI, IoT, cloud computing, cybersecurity, and automation, serving Bosch's global business needs as well as external clients.

Operating at the intersection of technology and enterprise strategy, Robert Bosch Business Solutions India continues to play a critical role in the Bosch Group's digital vision while empowering businesses worldwide to navigate their digital transformation journeys with agility and confidence.

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# CHALLENGES

Operating in a fast-paced technology landscape, Bosch SDS aimed to enhance visitor engagement on their website by enabling instant access to product and service information, while also automating lead capture and minimizing consultant load.

## **LACK OF REAL-TIME SUPPORT**

Website visitors had limited access to instant answers, leading to longer wait times and a less engaging experience.

## **CONSULTANT OVERLOAD**

Sales consultants spent substantial time addressing repetitive queries, reducing bandwidth for high-value client engagements.

## **LEAD CAPTURE BOTTLENECKS**

Manual processes slowed down the collection and qualification of marketing leads from digital assets such as brochures and whitepapers.

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# SOLUTIONS

TechMatrix Consulting deployed Agentforce, a Salesforce-native AI solution, to drive AI transformation at Bosch SDS with intelligent lead capture and real-time engagement.

## AUTOMATED FAQ DEFLECTION

Agentforce handles common queries around products and services, significantly reducing the load on sales teams and enabling quicker, more consistent responses.

## STREAMLINED LEAD CREATION

When visitors access gated content, the Chatbot collects essential user data (name, email, designation, etc.) and auto-generates leads directly in Salesforce—accelerating the pipeline.



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## 24/7 SUPPORT ENABLEMENT

Visitors can now interact with the chatbot any time—accessing brochures and information even after business hours, minimizing reliance on sales staff.



## REAL-TIME ENGAGEMENT ANALYTICS

Agentforce captures and analyzes visitor interactions in real-time, providing actionable insights into customer behavior, popular queries, and drop-off points—helping teams optimize content, improve chatbot responses, and enhance user experience continuously.



# RESULTS

Bosch – SDS leverages Agentforce to reduce processing time, and deflect FAQ queries on Bosch’s Products and Services, further creating Leads via Agentforce—enhancing efficiency while minimizing reliance on sales consultants.

## HIGHER LEAD CONVERSION

Automated lead capture through the chatbot ensures that every qualified interaction results in a Salesforce lead—boosting conversion rates from gated content.

## ROUND-THE-CLOCK ACCESSIBILITY

24/7 digital support empowers visitors to access key resources anytime, enhancing convenience and reducing drop-offs due to time constraints.

## IMPROVED CONSULTANT EFFICIENCY

Routine queries are handled by Agentforce, freeing up consultants to focus on strategic, high-impact conversations with prospects.

## ENHANCED CUSTOMER ENGAGEMENT

With instant, relevant responses and guided interactions, visitor satisfaction and engagement have significantly improved.

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# CLIENT FEEDBACK

The Bosch SDS team commended the seamless implementation and measurable impact of Agentforce, recognizing it as a milestone in their digital transformation journey. As their first AI-driven solution deployed in 2025, Agentforce set a strong precedent for future automation initiatives.

## TESTIMONIAL

“Thank you for your commitment and on-time delivery of Agent, this was our first AI use case in 2025 and done seamlessly.”

**ROBERT BOSCH BUSINESS SOLUTIONS**



# THANK YOU!

Inspired by BOSCH's success story?

Get in touch with us to start your journey toward innovative AI-Powered business automations.



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