



REGISTRIA

SUCCESS STORY

Bosch had a strong vision for how it could provide innovative and memorable digital experiences for its consumers. It sought to better align this vision with its product registration efforts and provide a modern, digital-first onboarding experience.

INITIAL GOALS AND CHALLENGES

Bosch's initial goals were to collect more product owner data to fuel marketing efforts and provide quality leads for its CRM database. Bosch also aimed to drive higher sales of service plans and accessories after initial purchase. Bosch also sought to diminish the volume of inquiries to the call center by offering customers digital alternatives to access resources on their own.

- 01 *Implement new Onboarding processes*
- 02 *Sell more Extended Service Plans and accessories*
- 03 *Provide digital options for customers' service requests for product resources*

ABOUT THE BRAND

BSH Home Appliance Co., known as Bosch, is a leading global supplier of technology and services. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. Bosch uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source.



Implement a digital first onboarding solution to identify more product owners

Bosch was Registra's first partner to put permanent, serialized PhotoregisterSM stickers on their dishwashers to further increase their registration rates. Using these serialized Photoregister icons meant that product and model numbers auto-populated during the registration process, making it quick and easy for customers to register their products.

These digital registrations also dramatically reduced the time between initial purchase and registration, allowing Bosch to quickly connect with new customers to provide a best-in-class onboarding and first product use experience.



Overall, registration database volume continues to grow 17+% YoY. Digital registrations also increased by 20%, with 23% growth in registrations initiated using Photoregister alone. Offering Photoregister also dramatically reduced product registration time, with nearly half of consumers registering within the first week.



Leverage the enhanced onboarding experience to sell more Extended Service Plans and accessories

This created a new sales channels for Bosch while also helping customers get the most out of their products. Using first-party data, Bosch was able to capture plan sales for customers who did not buy at the initial point-of-purchase.

With more owners using digital channels to engage with the brand, Bosch could provide more targeted Extended Service Plans (ESPs), accessory offers, and helpful product information to consumers during onboarding resulting in a 40% attach rate for service plans and a 71% increase in merchandise sales.

This helped Bosch achieve 85% growth in extended service plan performance year after year.



Provide digital options for customers' service requests for product resources

Using first-party data captured through PhotoregisterSM, Bosch implemented Text4Support — a cost-effective way to boost its CRM database. Registria digitally managed this new channel, gave support center staff updated scripts and a new phone tree to divert calls to a landing page with self-help options.

With a goal to make Bosch products stand out in a retail environment and help retail partners easily communicate product capabilities, Text4Support was implemented in showrooms to deliver product specifications and features to customers during purchase consideration.

This also allowed retail sales associates to get product specs on the fly and better communicate product features.

RESULTS

This success story demonstrates the importance of a modern owner onboarding process to increase post-purchase customer value

SOLUTION OUTCOMES

- Overall, registration database volume continues to grow 17+% YoY. Digital registrations also increased by 20%.
- Bosch experienced a 23% growth in registrations initiated using Photoregister alone.
- Developed a new sales channel with 85% growth in the sales of Extended Services Plans
- A 71% growth in average sales price. Bosch also experienced a 7% increase in merchandise sales, with a 23% attach rate.



GROWTH in total registration database volume



INCREASE on merchandise sales during Onboarding



GROWTH in digital product registrations



GROWTH on Extended Service Plan performance

ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire.

FOR MORE INFORMATION

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