

B/S/H/

Dispersion vs Consolidation

—
What is the future
of social accounts?

2023-10-11
Julia Reichert



Our Brands

Appliance Brands
Home Appliances under the brands



Ecosystem Brand










Service Brands

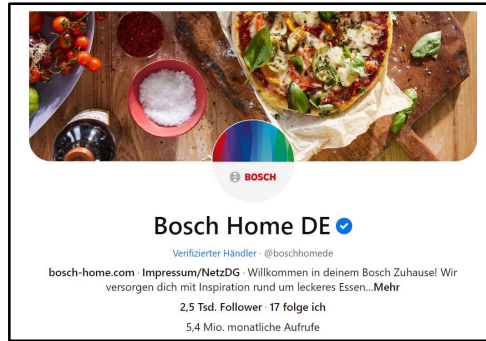


Home Appliances for Daily Use



-  Oven Cooking
-  Surface Cooking & Ventilatio
-  Cooling
-  Dish Care
-  Laundry Care
-  Small Appliances
-  Waterbase

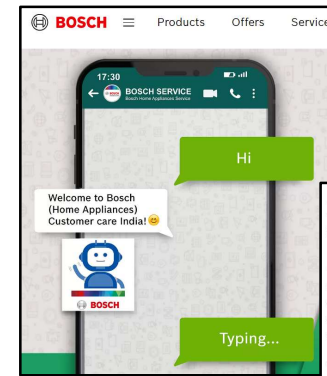
Endless channels



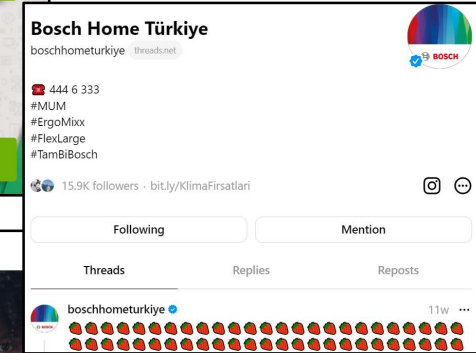
Bosch Home DE
 Verifizierter Händler · @boschomede
 bosch-home.com · Impressum/NetZDG · Willkommen in deinem Bosch Zuhause! Wir versorgen dich mit Inspiration rund um leckeres Essen...Mehr
 2,5 Tsd. Follower · 17 folge ich
 5,4 Mio. monatliche Aufrufe



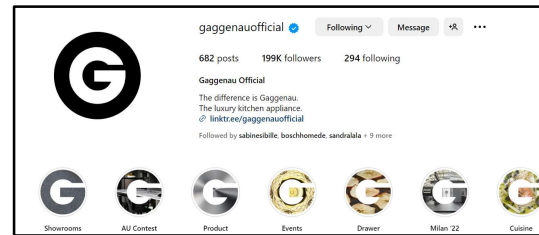
Thermador
 201K likes · 197K followers
 Contact us



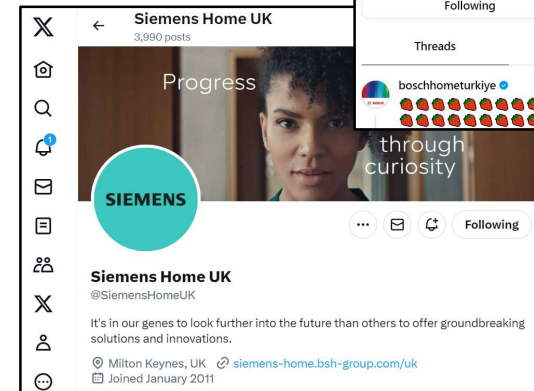
BOSCH SERVICE
 Welcome to Bosch (Home Appliances) Customer care India!
 Hi
 Typing...



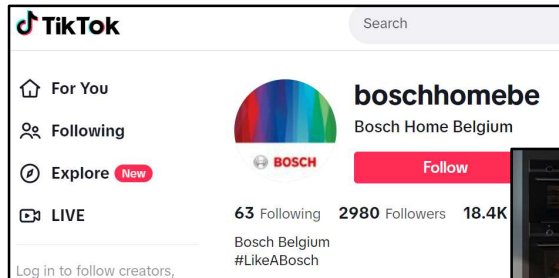
Bosch Home Türkiye
 boschometurkiye
 444 6 333
 #MUM
 #ErgoMixx
 #FlexLarge
 #TamBiBosch
 15.9K followers · bit.ly/KlimaFirsatlari



gaggenauofficial
 682 posts · 199K followers · 294 following
 Gaggenau Official
 The difference is Gaggenau. The luxury kitchen appliance.
 Showrooms · AIJ Contest · Product · Events · Drawer · Milan '22 · Culine



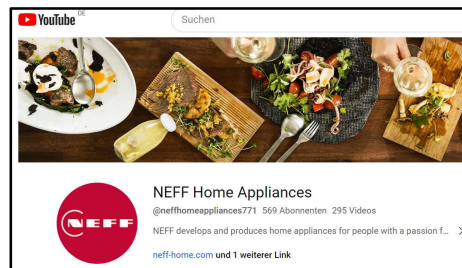
Siemens Home UK
 3,990 posts
 Progress
 through curiosity
 SIEMENS
 Siemens Home UK
 @SiemensHomeUK
 It's in our genes to look further into the future than others to offer groundbreaking solutions and innovations.
 Milton Keynes, UK · siemens-home.bsh-group.com/uk
 Joined January 2011



boschhomebe
 Bosch Home Belgium
 63 Following · 2980 Followers · 18.4K
 Bosch Belgium
 #LikeABosch



SIEMENS
 西门子家电客户服务
 粉丝 1.2万 · 关注 24
 视频累计播放量 7.1万
 西门子家电中国官方客户服务微博

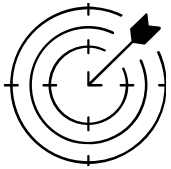


NEFF Home Appliances
 @neffhomeappliances771 · 569 Abonnenten · 295 Videos
 NEFF develops and produces home appliances for people with a passion for...
 neff-home.com und 1 weiterer Link



Balay España
 85K likes · 86K followers
 Sign Up · Liked · Message
 Un amigo siempre recomienda... ¡Lo mejor!

This Presentation



Goal for this session

- Share how we are using social media and Sprinklr at BSH
- Show possible ideas for improvement
- Have an open discussion on possible options / best practices

Kick-off



China

Blogger zertrümmert Siemens-Kühlschrank

Eine Internetbewegung protestiert gegen die angeblich schlechte Qualität und den Kundendienst des Hausgeräteherstellers - und scharft Millionen von Anhängern hinter sich. „Solchen Schrott kaufe ich nie wieder.“

Finn Mayer-Kuckuk
20.11.2011 - 11:13 Uhr



Protest mit Hammer

Chinese zerstört Siemens-Kühlschränke

In Peking gingen einige Aktivisten rabiat mit Kühlschränken der Marke Siemens um. Vor dem Siemens-Gebäude in der chinesischen Hauptstadt zertrümmerten sie die weiße Ware aus Protest gegen angeblich undichte Türen.

20.11.2011, 16.03 Uhr

Blogger smashes 'faulty' Siemens fridge for recall

Updated: 2011-11-21 07:28

By An Baijie (China Daily)

Figures social media at BSH

Current set-up



- Set up into global, regional, local
- ~ 50 countries
- + 560 accounts
- Active on all big social networks
- Social Media Officers
- Social Care Teams



- ~ 12 different social media tools
- 1-2 agencies / country =
- ~ 67 agencies
- Paid run almost exclusively by agencies



- Tools
- Agencies
- Assets
- Time

The Challenges



Open Questions



These are the options

- Reduce the amount of social media channels we have
- Keep going with the current set and keep increasing

Questions

- If we cut channels, what alternatives should we offer countries?
- If we keep them, how do we handle the accounts more efficiently?
- What about ad accounts – who should be the owner?
- Local pages, regional pages, global pages... what is the future of social media accounts?



Thank you

