

## **Bosch Communication Center supports Thomas Cook and Neckermann customer service activities**

August 2010  
PI 7121 ST Goe

- ▶ Support for customers' service centers during peak times
- ▶ Experienced travel agents deliver excellent service quality

Tour operator Thomas Cook entrusts Bosch Communication Center with providing support for its customer service activities. Since fall 2009, the outsourcing service provider has been working with the Thomas Cook Reisen and Neckermann Reisen brands to provide telephone and e-mail support for their travel agencies and private customers. The two service centers experience a considerable increase in demand during the peak travel season, so it is critical that the customers receive additional support during this period.

The agents who work at Bosch Communication Center in Magdeburg (Germany) tackle questions such as: "Are there still rooms available in my requested hotel during my preferred timeframe?", "What are the features of this room category?" and "What is the total price for the package including the extras?". There are some 20 associates in the team, which is made up exclusively of experienced travel agents with several years of professional experience in the leisure travel sector. The team deals with vacation bookings and cancellations, seat reservations, complaints handling, makes decisions about goodwill gestures and provides technical support for the customers' systems. These travel professionals even provide support and information during crisis situations or strikes, when calls are likely to reach peak levels very quickly.

Due to the complexity of the service, both partners appreciate the importance of selecting the right associates and providing the necessary training. For this reason, all the candidates had to demonstrate their skills at a joint assessment center before completing a six-week training program in conversational behavior and various specialist topics. Following

successful completion of the training, the associates qualify as product specialists for the Neckermann Reisen and Thomas Cook Reisen brands. In addition, to ensure that it is able to deliver consistently high quality, Bosch Communication Center compiles reports on a regular basis and assesses the results to see how they compare against the agreed service standards. "In order to stay ahead in this competitive environment, tour operators must be available at all times to answer questions and must be able to provide information in a professional manner," says Michael Thomele, who heads the travel agency service team for Thomas Cook. "With our current service center structure, we have been able to considerably improve availability and keep the number of successfully handled cases at a high level."

Thomas Cook is not the only company to put its faith in this experienced tourism service provider; international airlines and customers from the business travel and hotel management sectors are also included in the mix.

**Contact person for press inquiries:**

Bosch Security Systems

Erika Göрге

P.O. Box 11 11

D-85626 Grasbrunn

Germany

Phone: +49 89 6290-1647

Fax: +49 89 6290-281647

E-mail: [erika.goerge@de.bosch.com](mailto:erika.goerge@de.bosch.com)

[www.boschsecurity.com](http://www.boschsecurity.com)

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

*Additional information can be accessed at [www.bosch.com](http://www.bosch.com)*