URBAN AIRSHIP

BOSCH
Push Notifications, Beacons in B2E Event App Help Bosch Educate Employees

Bosch's Objectives

- Enhance sales associate conference experience via beacon triggered push notifications

- Use push notifications to prompt associates to take surveys to assess session effectiveness

- Segment groups of attendees by session to provide personalized event information via push notifications

Bosch is the world's leading supplier of automotive components. Headquartered in Germany, the company has offices throughout the world.

Bosch Automotive Aftermarket North America partnered with Urban Airship and mobile app development agency, Exhilent, to build its E^2 employee app for its internal sales and marketing conference. The app served as not only a daily guide for its 250 attendees, but a tool for Bosch to facilitate associates' education throughout the event.

The app used Urban Airship's mobile engagement solution to send targeted push notifications to Bosch associates based on their session as well as location. Each attendee had one of four department-specific session tracks, so Bosch sent segmented push notifications that shared a user's daily schedule and session reminders.

"Push notifications are an ideal channel to share conference information with event attendees," said Joey Janisheck, CEO and Founder of Exhilent. Push notifications were also helpful in providing updates, such as when a session was running late, or change in attire required.
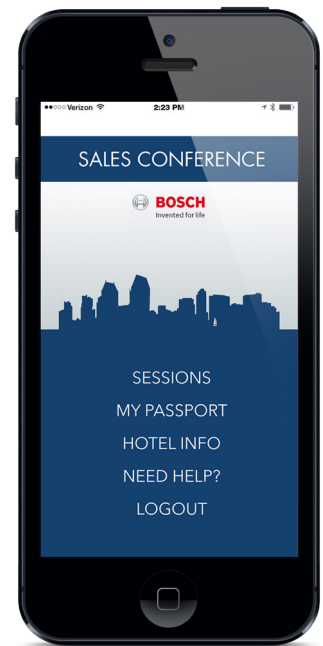
Bosch uses Urban Airship Engage to share quizzes, schedules and information with its associates at the conference via targeted push notifications.

RESULTS

↑ **8.3k** app opens

The E^2 app was opened more than 8,300 times over the course of the event.

↑ **17.5k** beacon hits

More than 17,500 beacon hits over the event. There were 18 beacons placed throughout the site.

"Our B2E app is a benefit to both Bosch and our associates. Push notifications that deep-link to product information and event details help us encourage associates' education at the event, while serving as an information hub attendees carry with them anywhere and everywhere."

J.P. Perisco, Manager, Digital Innovation and Strategy,
Bosch Automotive Aftermarket, North America

"Push notifications are unique because they work regardless of whether or not the app is active. Other methods, such as email, can't share information while a user is in the app and have several barriers to quick access," said J.P. Perisco, Manager of Digital Innovation and Strategy, Bosch Automotive Aftermarket, North America.

The app also used Gimbal's beacon technology, paired with beacons placed throughout the conference grounds. With beacons stationed in the main area, individual conference rooms and outside at product tents and test cars, Bosch could trigger push notifications based on a user's location.

For example, a user attending a training in a specific conference room who recently completed a product session would receive a push notification with a deep-link to a quiz to gauge feedback and test learning*.

This was helpful for Bosch, as they could see what associates thought of each session. Real-time beacon information gave insight into what areas were visited most. Beacons could also aid in quickly locating a specific associate. The most sighted beacon was the main area of the conference.

"Testing the beacon technology combined with targeted push notification services help us understand how we can implement such technology in future applications to better serve end-consumers and our direct customers," said Perisco.

B2E apps such as Bosch's help train associates on the latest information better and more efficiently. "Our B2E app is a benefit to both Bosch and our associates. Push notifications that deep-link to product information, quizzes and event details help us encourage associates' success at the event, while serving as an information hub associates carry with them anywhere and everywhere," Perisco said. "Printed agendas are a thing of the past. With an app, changes are easy to share so nobody is thrown off. This will help us be more nimble at events and save costs as well."

* Quizzes and feedback were captured anonymously to ensure honesty and protect privacy.