

Bosch Power Tools Selects Globalpark To Engage And Increase Understanding Of Facebook Fans

Contributed by Globalpark
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Bosch Power Tools has selected Social Insight Connect from Globalpark for new ways to interact with and maximize value from their Facebook fans.

Specifically, they will add a private community to their Facebook page focused on professional-grade power tools to allow fans to provide feedback and test-drive products before they are launched on the market.

(<http://www.facebook.com/bosch.profi.elektrowerkzeuge>)

For Bosch Power Tools, it is important to understand who the individual fans are.

“So far, we haven’t known exactly who our fans are, and have not been able to clearly define how the Facebook channel impacts each level within the brand funnel,” says Christoph Böhlen, Senior Direct Marketing Manager at Bosch Power Tools.

“We need to know more: whether a fan is a customer or a prospect, and how likely it is that they would recommend Bosch to others. We are using Globalpark’s Social Insight Connect to cast light into the darkness, so that we can create more meaningful interactions.”

The largest international supplier of power tools and accessories will also leverage the Facebook channel to amplify the voice of the customer.

“It helps us live up to our slogan - ‘by professionals for professionals’ - and communicate on an equal footing with professional power tool users,” says Böhlen. “With Globalpark, we are developing a structured way to collaborate with fans and integrate their ideas.”

The Bosch implementation represents an early adoption of the Social Insight Connect application that was launched in January by feedback management technology leader Globalpark.

“We are always happy to see clients leverage technology to achieve their business goals. Facebook and other social networking sites have become the new homes of consumers. As such, it is important to know who’s who and offer appropriate interactions here as across all touchpoints,” says Lorenz Graef, CEO of Globalpark.

For further information about Social Insight Connect, visit: <http://info.globalpark.com/social-insight-connect>

About Globalpark

For further information, please visit www.globalpark.com

Cologne, 23rd March 2011