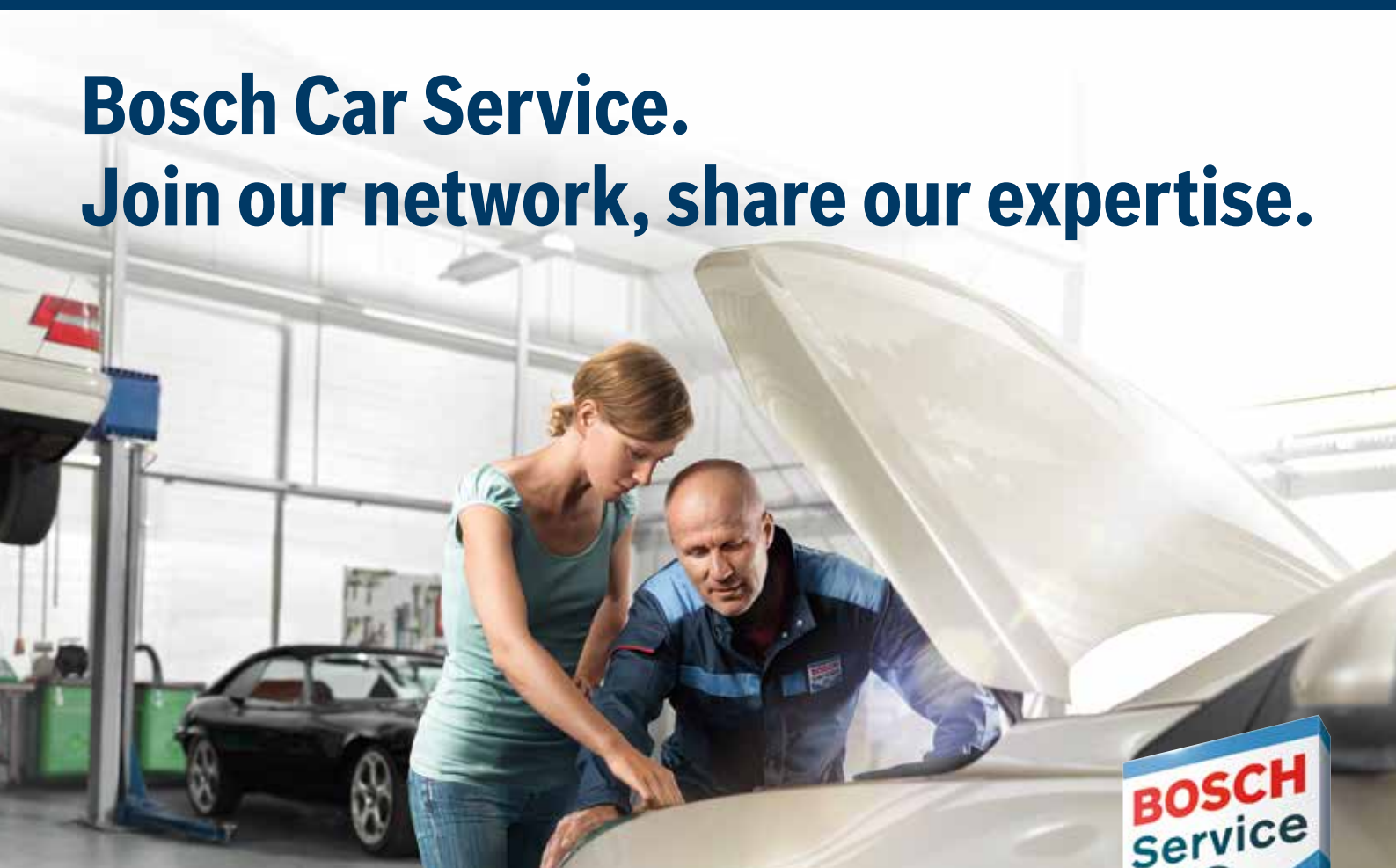




Bosch Car Service. Join our network, share our expertise.





Introducing Bosch Car Service

Bosch Car Service (BCS) is a global network of premium independent garages, working in partnership with the recognised and trusted Bosch brand.

The BCS concept

- Our garages offer servicing, repairs and diagnostics for all vehicle makes as a credible alternative to main dealers
- We focus on the highest level of customer service, working to a Trading Standards Institute approved Consumer Code of Practice
- We provide our garages with a comprehensive business package, supported by network national marketing, membership initiatives and technical support
- We operate a technical hotline to support the network, and provide industry-led training for technicians and reception staff
- Our innovative Bosch equipment helps future-proof workshops

BCS supports your business

Our comprehensive garage concept is designed to support your business and help you grow. We offer practical development support to help you win new customers and strengthen existing relationships.



Your business will also benefit from our unique know-how and systematic approach to quality control. Bosch has been a supplier of parts and spares to the automotive industry for more than 125 years, giving us extensive expertise and experience to support you.

Being part of a network with such a good reputation for quality and service enables you to position yourself as the experts in your field. This allows you to offer a premium service to your customers and differentiate yourself from other repairers.

Bosch Car Service Consumer Code of Practice and Network Quality

Maintaining outstanding quality standards across the BCS network is of utmost importance. The BCS Consumer Code of Practice is a set of mandatory guidelines to the consumer to reassure them of the quality of workmanship and high levels of customer service and trustworthiness that they can expect from the network.

The Code explains the operational standards and procedures that BCS garages will employ to ensure customers receive a proficient level of care and attention. It also describes the complaint handling procedure which is binding on the BCS.

This Code of Practice is approved by the Trading Standards Institute and all BCS workshops are required to comply with the provisions of the Code, as well as fulfil all relevant statutory and legal requirements.

Excellent customer care is what sets successful independent garages apart from the competition. It is important to display a customer care statement in your reception area so that customers are aware of your concern for customer service.

Moreover, it is also a prerequisite of the TSI approval of the BCS code of conduct.



TSI approval

The TSI Consumer Codes Approval Scheme aims to promote and safeguard consumer interests. The BCS code of practice has met the TSI's core criteria as it promises the following:

- A requirement to provide clear pre-contractual information, including completion times and the offer of a written estimate that includes the cost of parts, labour, any other costs or services and VAT
- Cancellation rights exceeding those available through consumer law
- Guarantees on the work carried out (parts and labour)
- Protection of any prepayments if a BCS member ceases to trade
- A requirement for BCS members not to recommend or carry out work which is unnecessary or unnecessarily expensive
- An independent redress scheme (arbitration)
- Regular anonymous visits/mystery shops to test the technical and customer handling skills of the BCS network plus annual audits to ensure the code is adhered to
- An independent disciplinary review panel to ensure instances of non-compliance are dealt with effectively





What our members say about Bosch Car Service

The BCS network has members across the UK and Ireland, built on the power of the internationally respected Bosch brand. BCS is recognisable to end-customers as a reassuring provider of top-quality garage services.

We asked some of our garages what they think about BCS:



Dawn and Roger, Bushey Hall Garage

Being a BCS centre means that we can indeed offer a quality Bosch product. Our staff are Bosch trained and we use Bosch diagnostic equipment. Our customers receive a high level of service from a team that cares as we really get to know our customers. There are also considerable savings on dealership repair bills.



James, Clayton Motors

As an established BCS for over ten years, we found we had to embrace what Bosch had to offer to maximise the benefits from being amongst the elite independents.

With the marketing material, business advice and training we have received, we truly feel in a different league to our competitors. BCS stands out as a market leader for quality, ahead of any other garage concept.



Mark, Walker Cutting

In an ever changing industry it is important for a multi franchised garage, like us, to keep up to date with market fluctuations. I'm proud to be involved with BCS as I believe our standard is higher than other independent garages and puts us on an even footing with main dealers. Bosch brand says Quality, Reliability and Confidence. Key words that help my business.

What we offer you: Technical and Business Support

BCS offers you comprehensive support in all key areas of your business, including technical support, business processes and development, our quality programme and networking opportunities.

Technical support

Our expertise and know-how in automotive parts and spares technology allows us to support all your technical needs. This includes training at the world class Service Training Centre (STC) in Uxbridge, Middlesex.

Quality programme

Within the network there is a code of conduct, approved by the Trading Standards Institute, outlining the minimum standard of customer care our garages are expected to deliver.

Networking support

BCS holds regular meetings which allow garages to share their views with not only their peers but the team at Bosch head office. In addition, the BCS extranet is a



useful tool for sharing new initiatives and opinions regarding industry news.

Workshop Business Developers

Our regional Workshop Business Developers will support and help drive your business forward with their extensive experience of the automotive aftermarket.



What we offer you: Training

BCS offers you and your team extensive training opportunities, with a range of topics and programmes.

The Bosch Diagnostic Technician Programme

- Extensive training programme covering a range of technical and commercial topics, resulting in nationally recognised Level 3 accreditation
- Technicians have 3 years to complete the programme, at the end of which an ATA accreditation can be attained

'How to' courses and seminars

- A large range of courses are available, including topics such as Bosch Garage equipment operation, vehicle diagnosis and repair and vehicle systems and components technology. Customer Service training is also available for your customer-facing employees

Training formats

- Short, subject focused courses 1-3 days in length
- Graded levels of advancement with 3 programme levels and nationally recognised qualifications

The Bosch Service Training Centre

- The STC is a world-class technical facility spread over 2,000 square metres. The STC offers an outstanding environment in which to experience the highest quality automotive technician training
- Training takes place at the STC in Uxbridge, Middlesex and at regional locations around the UK



Apprenticeships

BCS Apprentice Programme

Supported by Bosch, an industry-leading apprenticeship programme is available for your business, which includes:

- 20 weeks residential training
- A rounded programme with systems training at its core
- Training with Bosch garage equipment and technical information
- State of the art facilities at the STC
- 4 Bosch Diagnostic technical courses

What we offer you: Marketing Support



BCS YouTube channel



Digital communication using fun and helpful BCS apps



boschcarservice.co.uk
– the BCS online booking site



BCS posters and postcards

To ensure maximum exposure for its members, BCS provides a wealth of marketing support material which can be used within the garage environment and to promote the business to potential new customers.

Exploiting the Bosch brand

As a BCS garage, you will have full rights to use our branding throughout your business, including signage, staff uniforms and advertising materials.

Marketing support

We support you with a full range of regional and national marketing tools. This includes templates which you can customise to support your own local marketing activities.

Support includes:

- National newspaper and magazine advertising
- Radio commercials
- Direct mail campaigns
- Online booking facility for customers
- Shared promotional activities with strategic partners
- Online search support to direct customers to the BCS booking website

New media expertise

We make full use of the latest digital applications to build customer awareness and drive new business, including:

- Smartphone apps
- YouTube channel
- Templates for personalised online banners

Strategic partnerships

To further enhance your business, we have negotiated national agreements with a number of well-known brands, allowing you to increase your business offering.

Added value initiatives have been developed for the network which include:

- Access to fleet work
- Tyre sales
- Roadside assistance

What we offer you: Technical expertise

As a member of the BCS network, you are provided with access to a wide range of technical expertise.

Bosch Technical Hotline

BCS members have access to the Bosch technical hotline, supporting you with:

- Interpretation of diagnostic information
- Recommendations for finding faults and solutions
- Application and extended use of Bosch diagnostic equipment

Data Engineering Centre

In the UK, we have a dedicated team in our Data Engineering Centre (DEC) who keep the Bosch KTS diagnostic tool up to date with the latest manufacturer upgrades, technologies and models. The DEC is one of 14 around the world in which over 300 engineers work on diagnostic coverage for the KTS range. The results enable technicians to perform more effectively and independent garages to achieve main dealer service levels.

Worldwide, these development engineers are working to expand the content and capability of the ESI[tronic] software. These efforts are supplemented by BCS technicians who can directly alert the ESI[tronic] developers to any functional coverage suggestions.



Bosch Car Service Criteria

To enable us to drive the network forward positively, we ask that garages adhere to a set of criteria.

Bosch Diagnostic Equipment (on appointment)

- A Bosch KTS package including oscilloscope capability, with latest ESI[tronic] Diagnostic and complete technical software subscription

Bosch Technical Training

(ATA Accreditation Achievable)

- Minimum of one technician to reach the level of Bosch Diagnostic Technician within 3 years of appointment

Bosch Equipment Development

- Compliance to Bosch workshop test equipment standards over an agreed period: Diagnostic, Battery, Hybrid, Engine Analysis and Emissions capability



Bosch Branding / Identity

- Purchase of standard BCS signage package and consistent use of branding throughout the business

BCS Membership Fee

- Annual fee payable over 12 months by Direct Debit

Other Requirements

- Participation in workshop quality audits / mystery vehicle shops on annual basis

Bosch Products

- Agreement to a spend target on Bosch automotive products, available through local parts distributors



Working together to support your business

Representing the BCS brand in the marketplace is a major responsibility, and we want to be sure that together we get it right.

Our commitment

Once we start working together, we will support your business to help you grow. We will provide you with a comprehensive business package, supported by network national marketing, membership initiatives and technical support. You will receive diagnostic support and a technical Hotline, as well as a comprehensive training programme for your staff.



Bosch Car Service

Your premises

- Buildings – Well maintained, professional in appearance
- External – Adequate, well maintained customer parking available, vehicles to be secured overnight
- Reception – Clean, tidy & customer-friendly
- Garage – Tidy, clean, well-organised workspace
- Professionally presented, customer-friendly reception and waiting area with seating
- Refreshments available, current reading material and dedicated customer WC
- Access to reception must not be via the main garage entrance
- Has tooling and equipment to support above work profile, with provision for air conditioning, tyres and wheel alignment
- Designated working areas, clean and well organised
- Has access to technical information to support all makes servicing and repairs, e.g. ESI[tronic]

Branding and Identity

- BCS signage – partnering with independent garage identity
- Bosch POS material and product display
- BCS stationery, garage documentation, branded website
- BCS clothing – front of house and garage

Your garage facilities

- Provides all round bumper-to-bumper servicing, general mechanical / electrical repairs and MOTs. Minimum 3 ramps and 3 full time technicians
- Provides diagnostics: general fault-finding and diagnosis for auto electrical and electronic systems

Bosch Car Service benefits at a glance

- A premium image from a world-renowned superbrand
- Membership of a strong, globally recognised garage concept
- Diagnostic support and technical Hotline, backed by a comprehensive nationally recognised training programme
- Business support with access to fleet work, online booking, a variety of marketing, management and support tools
- Access to Bosch products via our distributors
- A proven channel from which to drive your business forward
- Involvement in annual and regional meetings with the network and Bosch head office to share best practice



To find out more about becoming a BCS member, please contact:

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