



CUSTOMER CASE:

B/S/H/

The 3200 employees of BSH move with the vision to be the first choice of its customers, employees, dealers and suppliers.

QPR solutions help BSH to achieve their goals.

Bosch und Siemens Hausgeräte GmbH Group is the market leader in Germany, number one in Western Europe and number three in the world for domestic appliance manufacturing. BSH posted annual sales in excess of €7.3 billion in 2005. Employing over 35,000 people BSH is a multinational group, made up of over 70 companies and manufactures products in 43 factories with a presence in over 44 countries.

BSH Ev Aletleri Sanayi ve Ticaret A.S is the Turkish subsidiary of BSH. With its main brands Bosch and Siemens, special brand Gaggenau and local brand Profilo, BSH is Turkey's 8th biggest foreign company, having invested over 600 million euros since 1992. BSH's four factories, situated on a land of 450 m2, have a production capacity of 4.5 million units, making it the biggest production location within the Bosch and Siemens Home Appliances Group worldwide.

BSH Ev Aletleri Sanayi ve Ticaret A.S Drives Over 3000 Employees to Great Results Using QPR ScoreCard and QPR ProcessGuide



"QPR ScoreCard has made our performance review meetings very efficient. Well structured and presented performance data enables us to make more decisions in 2 hours compared to the traditional nearly full day meeting we used to have. QPR's systems save 40-50% of top and middle management time."

Gökhan Ugurlu
Director, Customer Service

Quality, innovation, customer satisfaction – these are the driving forces behind BSH brands. Using QPR's market leading solutions enables BSH to realize these objectives.

Our targets included improving transparency, setting clear responsibilities, and establishing strong customer orientation.

Based on their new goals BSH chose the easy to use and fast to implement QPR ScoreCard for their performance monitoring and measurement needs.

Business excellence established with a fast and easy project

In 2003 we re-defined our vision, mission, values and critical success factors, says Nalan Sönmezocak of BSH.

Transparency provides fast and accurate decision making

Each of BSH's 30 departments has a Scorecard with around 15-20 Process based KPI's (Key Performance Indicators). The Scorecards are visible to over 1200 staff via QPR's Intranet based dashboard and this provides transparency both across and within departments.

This cross-departmental transparency enables BSH staff to identify potential issues quickly and make fast and accurate decisions on corrective actions.

QPR ScoreCard focuses monthly performance review meetings

BSH managers now spend less time and effort identifying the key issues they face. QPR Briefing booklets, using data from QPR ScoreCard, provide BSH management with solid, reliable, easy to understand information on where the issues are.

Time spent in the monthly management meetings has halved and stakeholders can now present KPI based information to Executive management using the data from their departmental QPR ScoreCard.

Automated, real-time Bonus Scorecards motivate employees

QPR ScoreCard has allowed us to introduce a proactive company-wide bonus scheme, replacing our old paper based system, each individual now has their own personal Scorecard.

Employees are motivated and empowered with near real-time information and can see clearly and easily how well they are performing against their goals via the QPR intranet portal.

Less time is spent in performance review meetings as managers and staff now has clearly defined, transparent

and easy to understand data upon which to base their meetings.

Creation of Bonus Scorecards has been streamlined and automated, with the help of QPR's expert consultants. Using QPR's API (Application Programming Interface) BSH now have Bonus ScoreCard creation integrated with Microsoft Excel.

Improved cross departmental communication flow

The QPR intranet portal is open for all business users in our company. This means over 1200 employees have access to the business processes we have modeled using QPR ProcessGuide.

The open and visual nature of the QPR system empowers cross departmental cooperation and fosters a spirit of collaboration between and within departments.

Our people have the opportunity to directly influence our business processes and suggest improvements based on the current process models visible in the QPR ProcessGuide portal, says Nalan Sönmezocak of BSH.

In addition to the day-to-day business processes BSH are also using QPR ProcessGuide to model processes in their new and upcoming projects

Achieving quality, innovation and customer satisfaction now and in the future

In the future we will be focusing more and more on process performance and process improvements, for example, our current quality system is mainly paper based. We envisage migrating that to an intranet based QPR Portal.

With the help of QPR solutions we have already achieved many of the targets we set ourselves for process orientation. In QPR we have a solid platform to achieve our goals both today and in the future.

This enables us to execute better performing processes and thus deliver on our driving forces of Quality, Innovation and Customer Satisfaction, concludes Nalan Sönmezocak.

QPR has made our management processes very efficient resulting in quality planning, target setting and follow-up."

Nalan Sönmezocak

Organizational Development and Processes, BSH

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