



# Dishwashers: Bosch Serie 4 vs Siemens iQ300

September 2021



Bosch Serie 4  
SMV46MX03E



Siemens iQ300  
SN436S00EE

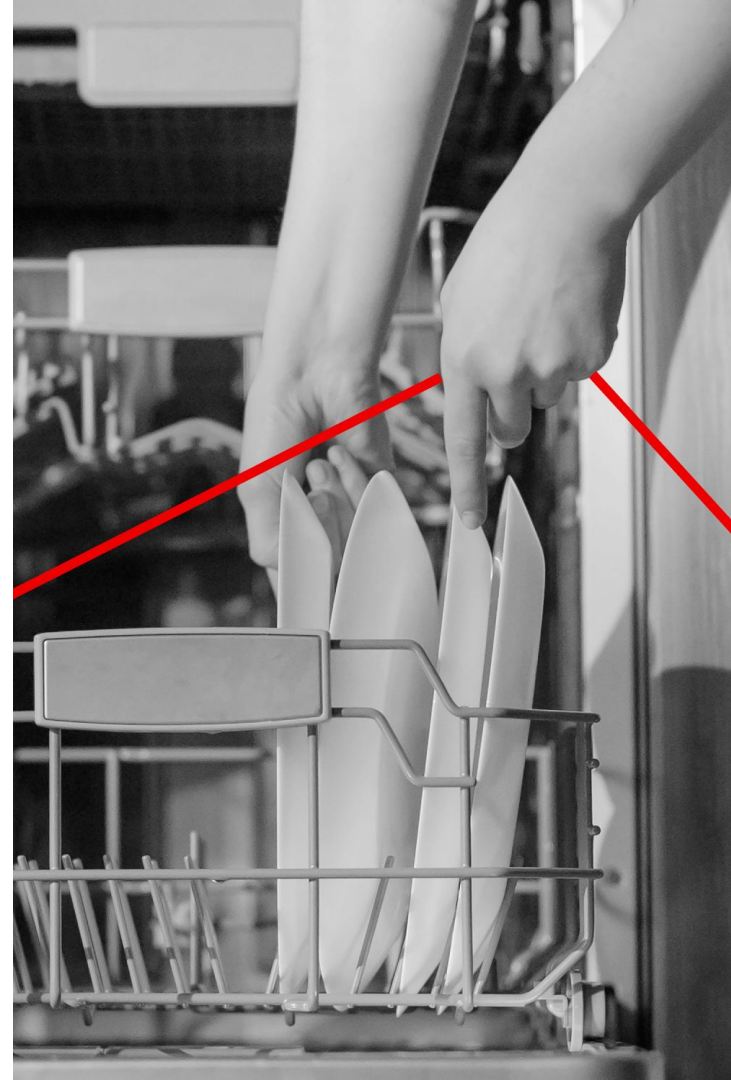
wonderflow.ai



# Introduction

The following report aims to provide insights on how the analyzed products compare to each other based on customers Ratings and Reviews, to help brands understand what consumers are looking for when buying Dishwashers.

*Wonderflow is an expert in VOC analysis of consumer reviews in the Consumer Electronics industry. Every month we analyze hundreds of thousands of consumer reviews and extract millions of insights from open text feedback, using Artificial Intelligence fine-tuned for Large Domestic Appliances products.*





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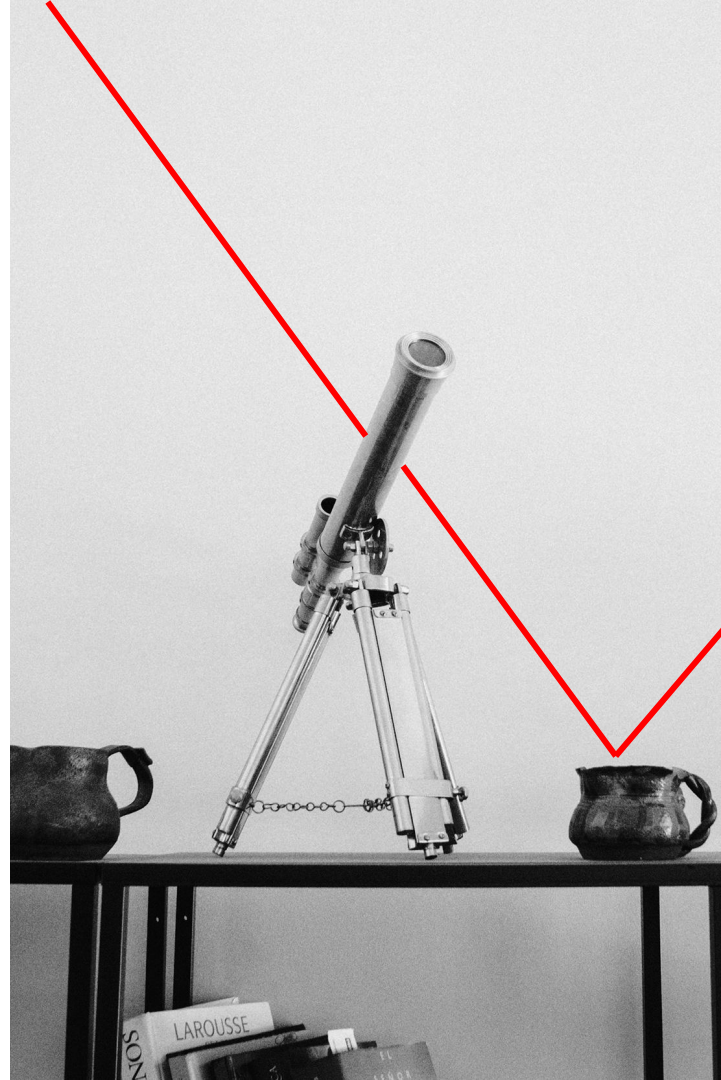




# Scope of the analysis

The following analysis is based on:

- Bosch Serie 4 (SMV46MX03E) and Siemens iQ300 (SN436S00EE)
- More than **3.500 ratings and reviews**
- Channels: **Amazon, Otto, Boulanger, CDiscount, Darty**
- Countries: **Germany and France**
- Timeframe: **2017 to June 2021**





# Voice of the Customer

- How do customers rate the analyzed products?
- What are the drivers of high and low rating?
- What are customers saying about the products?
- How do the products perform on the key aspects?





# High rating for both products, Siemens slightly higher



**Bosch Serie 4**

★★★★★ 4.69

🗨️ 2.213



**Siemens iQ300**

★★★★★ 4.71

🗨️ 1.337

## Key insights

Both Bosch serie 4 and Siemens iQ300 have a very high rating in the market, around 4.7; Siemens performs just slightly better than Bosch.

However, Bosch has a higher number of reviews than Siemens.

## Legend

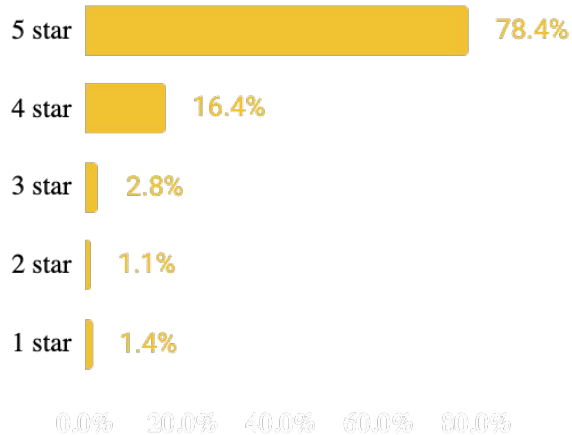
★★★★★ average star rating

🗨️ Number of reviews

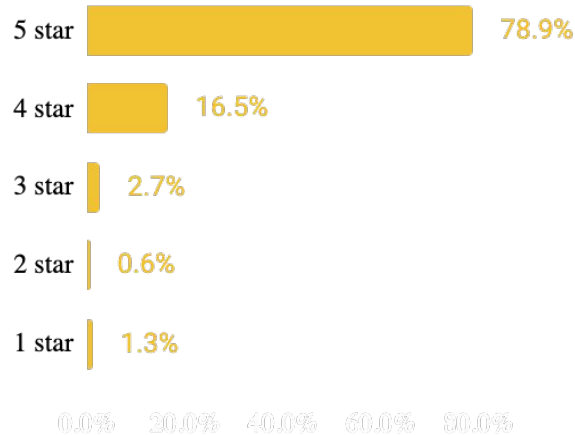


# Siemens has slightly higher % of 4 and 5 stars rating

### Bosch Ratings Breakdown



### Siemens Ratings Breakdown



## Key insights

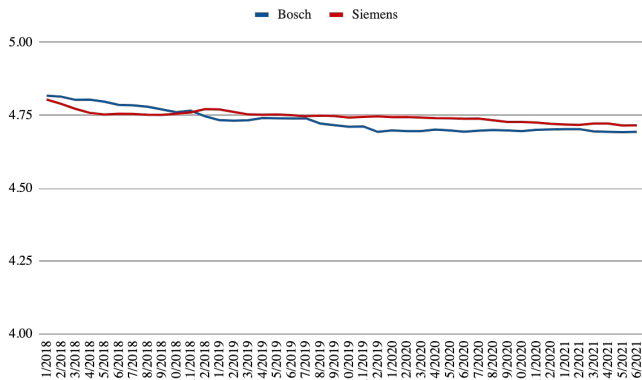
The higher rating of Siemens is associated with a slightly higher proportion of 4 and 5 stars rating compared to Bosch.

The vast majority of customers, around 95%, are giving 4 or 5 stars to both brands.

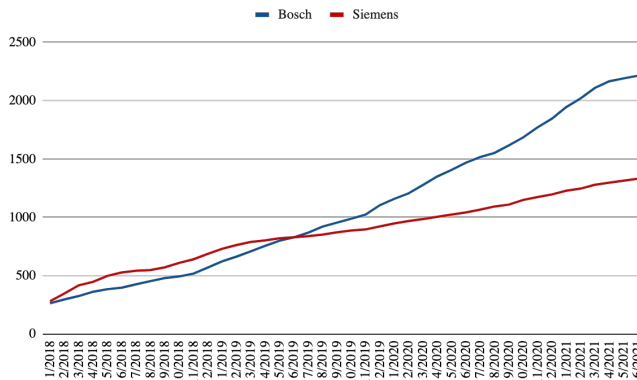


# Bosch has decreased average rating in the past 3 years

## Cumulated Average Rating



## Cumulated # Reviews



## Key insights

While both brands show a decline in the average rating over the past three years, Bosch has been decreasing at a faster rate than Siemens: in 2018 Bosch had in fact a higher rating than Siemens but was surpassed by Siemens towards the end of 2018.

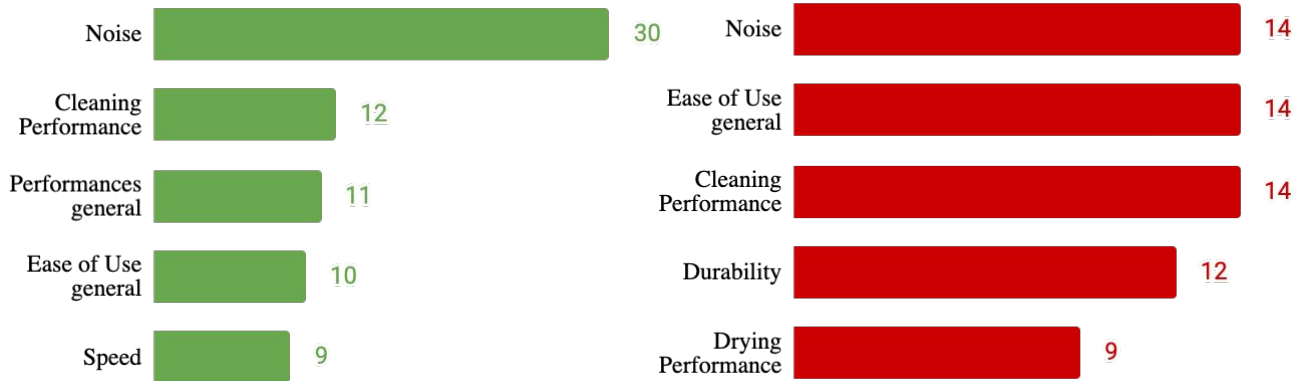
At the same time, Bosch has been growing the number of reviews at a much faster pace than Siemens.





# Noise is the most relevant aspect for Bosch customers

## Bosch Relevance score - top 5 drivers - Positive and Negative



## Key insights

When reviewing the product, Bosch customers consider Noise as the most important aspect, both in a positive and negative way: this is the aspect with the strongest impact on customers satisfaction.

The Performances, Ease of Use and Speed are the other aspects that are driving customers satisfaction.

**Relevance:** impact (in %) of characteristics on low/high rating of a product

**Drivers:** those characteristics that are driving up/down the rating of a product.

● Positive

● Negative



# Even satisfied customers complain about the Noise

## The Voice of the Customer - Noise negative comments - Bosch



**Too loud**, division of the 3 levels impractical, expected more quality



With us it went back after a wash cycle because it is **just so loud**. My old dishwasher was much quieter.



Unfortunately, the dishwasher does not wash the dishes properly. In addition, the dishwasher **is very noisy**.



The dishwasher is very spacious and the cutlery drawer is practical. My husband built it himself. The instructions are clear, you can even watch a video on how to build a dishwasher. Dishwasher is **a bit noisy**. I used to have an aeg dishwasher and it was much quieter.



The delivery of the dishwasher was fast there are good features easy to use but **a bit noisy for me**



## Key insights

Some customers complain about the loud Noise of the dishwasher, and even those who are overall satisfied with their purchase highlight the fact that the machine is a bit too loud, which brings the rating down.

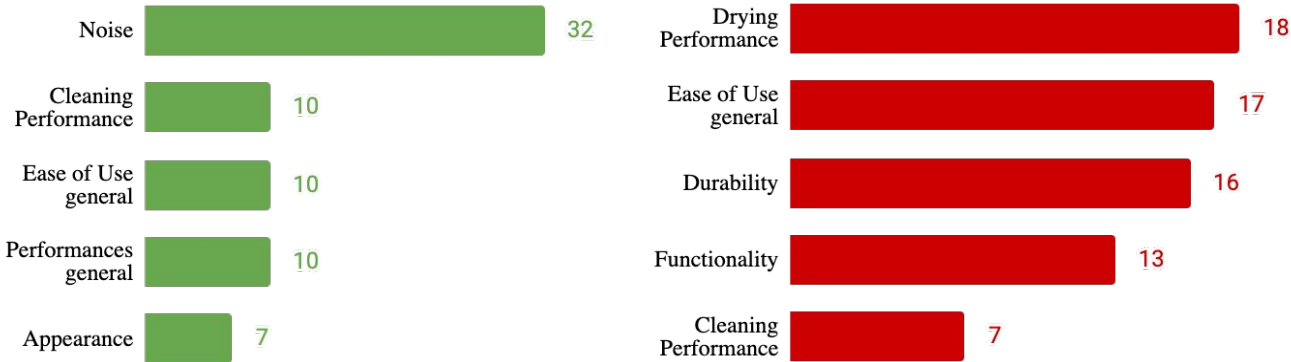
## Reference

Through the Wonderboard, you can access the source of the insights right on the review. This way, you can always find out what customers are exactly saying, why they are not happy with a specific aspect, or why they like it so much.



# Drying performance is the main aspect to improve for Siemens

## Siemens Relevance score - top 5 drivers - Positive and Negative



## Key insights

While Noise is also the aspect that drives the high rating for Siemens the most, Drying Performance is the aspect that customers are complaining the most about.

Appearance also stands out as a positive driver for Siemens compared to Bosch.

**Relevance:** impact (in %) of characteristics on low/high rating of a product

**Drivers:** those characteristics that are driving up/down the rating of a product.





# Poor Drying Performance lowers the rating

## The Voice of the Customer - Drying Performance negative comments - Siemens



Many useful programs, installation was easy, only **the drying result is not so good.**



It runs quietly and the dishes are clean, but **the drying result is a disaster: Very wet despite the extra drying button.**



The machine smells so much like burnt rubber that I have to ventilate after every wash. In addition, the machine **does not dry optimally.**



Dishes and pots are cleaned well. **As far as the drying performance is concerned, it's unfortunately a smooth 6!** The water is still floating on the cups everywhere, even the cutlery is still wet. Unfortunately, although there is a button for super dry, that doesn't change the poor result.



I'm not that enthusiastic about the baskets. They are always wet and **don't dry off properly**, which means that water keeps dripping on the dishes.



## Key insights

Despite the very good performance overall, some customers are complaining about the low performance when it comes to drying the dishes properly. This is an area of improvement for Siemens in order to grow the rating further.

## Reference

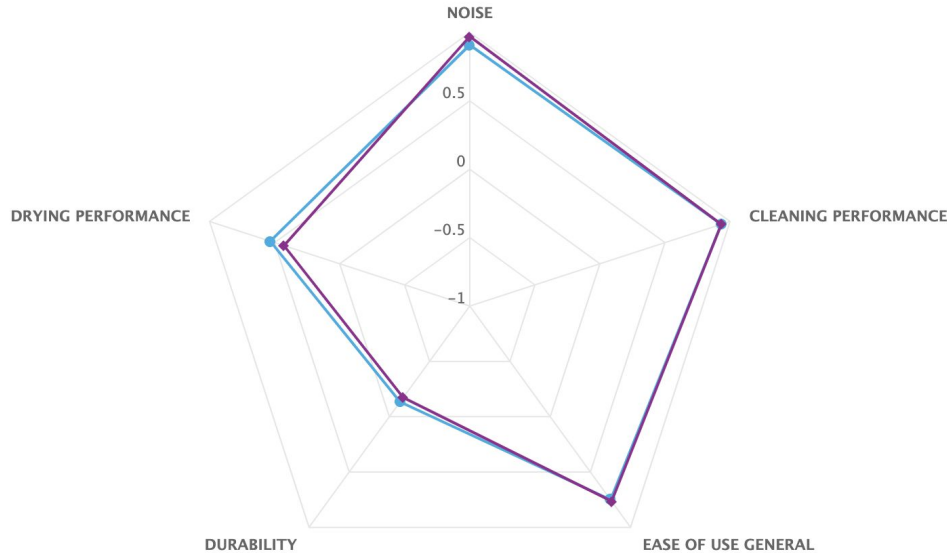
Through the Wonderboard, you can access the source of the insights right on the review. This way, you can always find out what customers are exactly saying, why they are not happy with a specific aspect, or why they like it so much.

Source: [Wonderflow VOC data](#)



# Siemens performs better on Noise

Sentiment Index Bosch vs Siemens



■ Bosch  
■ Siemens

## Key insights

Siemens has a higher sentiment on Noise, being this the key driver of satisfaction of both brands, which might explain the slightly higher rating over Bosch.

Conversely, Bosch has a better performance on Drying Performance and Durability.

Finally, the two product have a very similar sentiment on Cleaning Performance and Ease of Use.

## Sentiment Index Score

The sentiment index score goes from -1 to 1, and it plots the difference between the total promoters and detractors on a specific topic normalized in the interval [-1,+1]. For example: we have 40 positive feedbacks and 10 negative feedbacks in the selected timeframe, then its sentiment index will be  $(40-10)/(40+10)=0.6$



# Conclusions and recommendations

- Bosch Serie 4 and Siemens iQ300 have a **very good performance** according to customers rating: they both have an average rating of around 4.7. However, **Siemens does slightly better than Bosch.**
- The higher rating might be correlated with the **higher sentiment of Siemens on Noise**, which is the main driver of customers satisfaction.
- **Noise** is in fact the aspect with the **highest impact on growing customers satisfaction for Bosch**, while **Siemens** should focus on **improving the Drying Performance**, as this is the aspect that drives the rating down the most.
- **Siemens** can also work on **increasing the number of reviews** through dedicated programs.

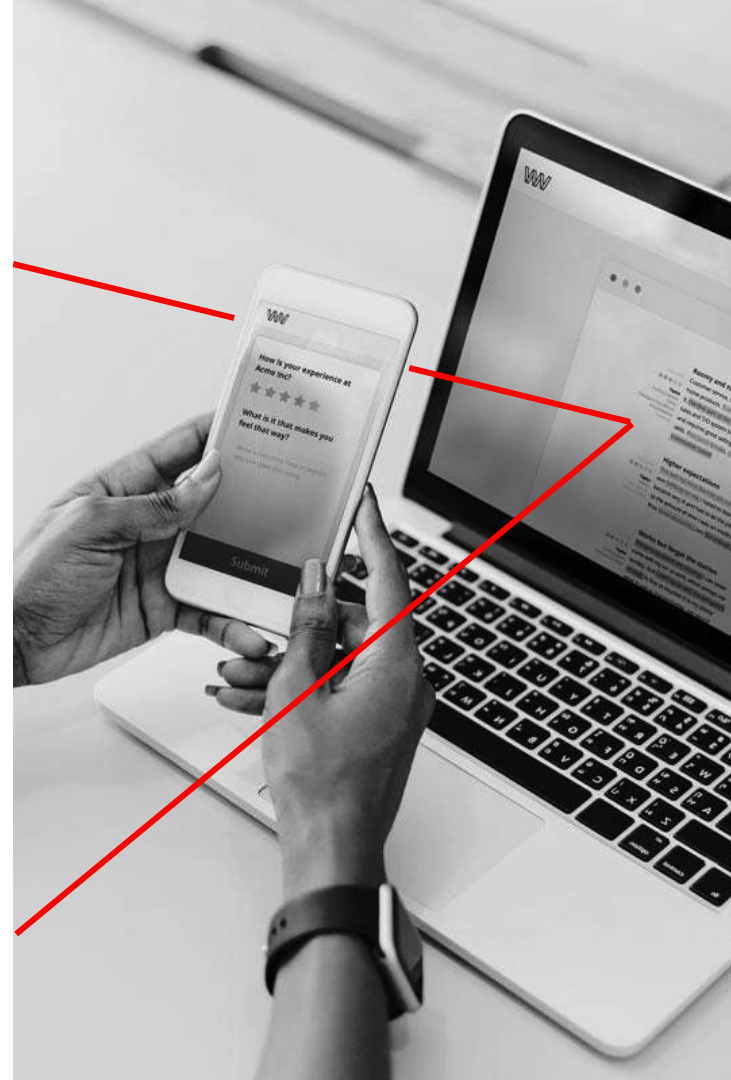


Source: [Wonderflow VOC data](#)



# The role of Ratings & Reviews

Why Ratings and Reviews must be considered an Executive KPI to monitor and drive success within every company





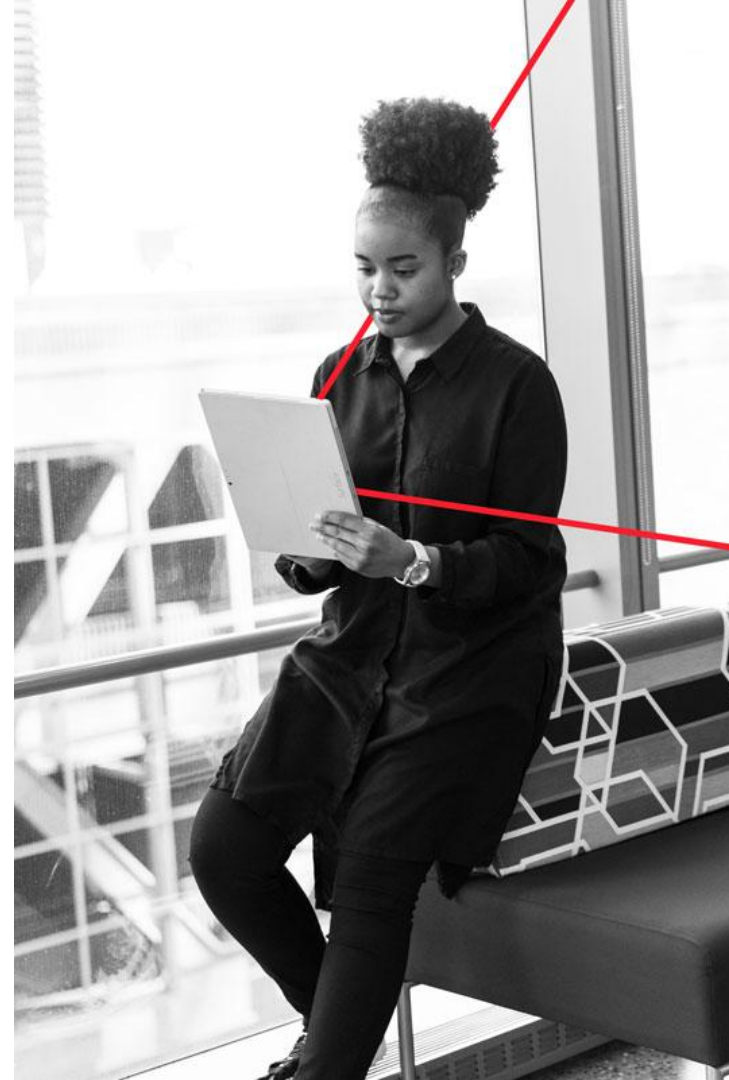
# The importance of R&R

Online product **ratings and reviews** have become the **most crucial source of insights** for brands and consumers at the same time.

The growth of e-commerce gives consumers more options to choose from. Many **consumers prefer to turn to independent sources to get information** rather than going directly to the brand.

According to a study published from Deloitte\*, the most trusted sources of information are equally **Family & Friends and Customer Reviews for 60% of customers**. Conversely, what manufacturers write on their websites is trusted only by 12% of consumers.

\*The Deloitte Consumer Review. The Growing Power of Consumers







# R&R as Executive KPI

According to the same study, **81% of customers** read online reviews before making a purchase. Additionally, **40% of consumers** write about the experience they had with products and services.

Having the best consumer reviews and winning the R&R competition will determine your company's financial performance today.

**Learning from reviews will help you design more successful experiences for the future.**





# About Wonderflow

Wonderflow is the most advanced solution for **Customer Review analysis**. It helps companies understand what consumers think about their products and services and provides insights into what improvements will drive the best results.

All the VOC data present in this report has been collected and analyzed by Wonderflow.





# Trusted by the world's best customer-centric brands

PHILIPS



Beiersdorf

KANTAR TNS*·i*



GRUNDIG

KEARNEY

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LAVAZZA

FASTWEB

DēLonghi Group



## Secure

Our enterprise-grade solution is ISO 27001 certified and fully GDPR compliant.



## Recognized

We are endorsed by the most iconic research firms. "2020 World's Simplest VoC solution", OMDIA.

OMDIA



FORRESTER

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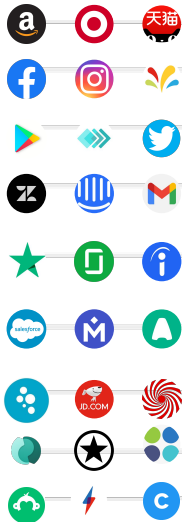
451 Research



# Wonderflow makes VoC valuable

Brands can use many tools to manage their VoC sources, but only one to analyze them all. Doing this enables everyone to learn from customers, generates value for the entire value chain, and increases sales.

## Open feedback sources

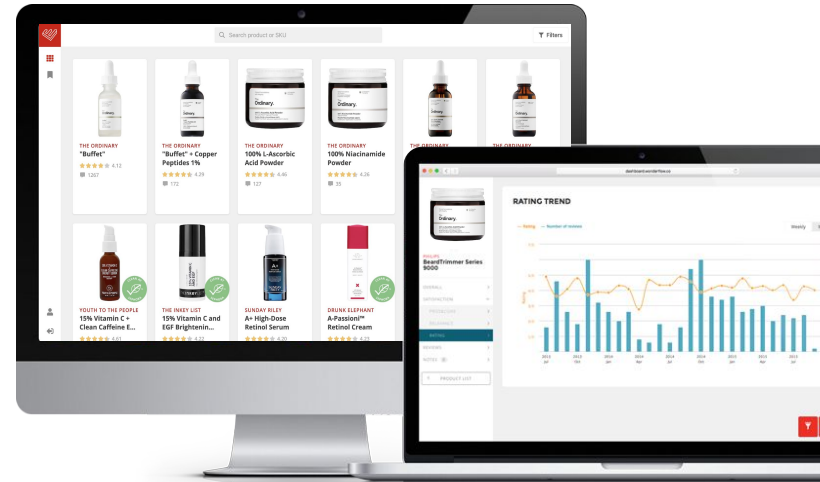


## Unified Analysis with NLP, Predictive and Prescriptive Tech



Up to 100% more granular and 50% more accurate than competitors

## The Wonderboard





# Out-of-the-Box Superpowers

We use a mix of cutting edge technologies to extract the best qualitative insights from content-rich open customer feedback like online reviews, in which our expertise is unmatched



## Public and Private Data Collection

200+ sources supported, 130+ proprietary scrapers, Competitors data



## Swift Data Handling

All-in-one cleansing, anti-duplication, indexing technologies that save 90% of time for data preparation



## NLP

Supporting any product vertical; we have built over 15.000 linguistic rules to generate the highest measurable accuracy in text analysis



## Prediction

We predict variations in CX KPIs such as star-rating, determining what actions generate the best ROI for the brand

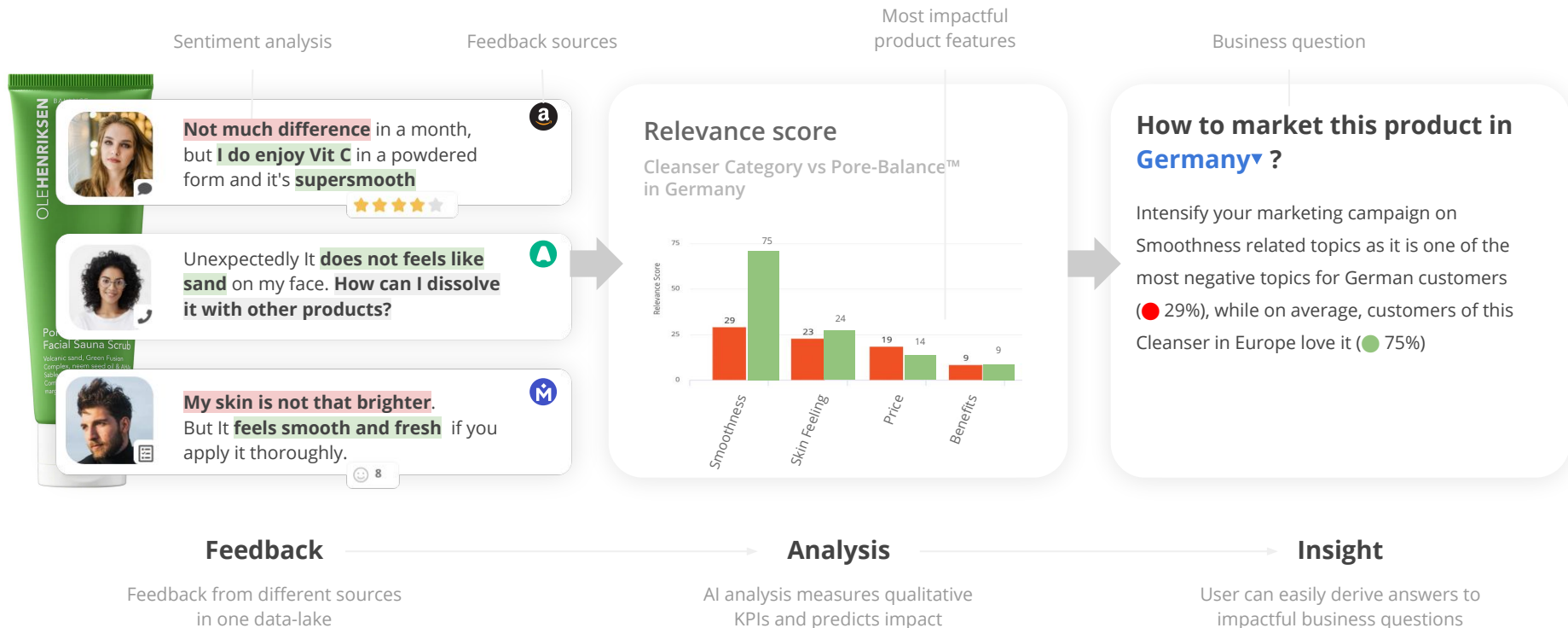


## Reporting

10X more users than any other vendor of our industry. At Philips, our data-science platform is the most used software after Microsoft Office



# ...to answer business questions that matter





# Get in touch

If you'd like to know more about the report,  
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If you want to see our Wonderboard in  
action, [request a demo](#)





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