

Worcester gets interactive with a new iPhone application

Worcester, Bosch Group has developed an iPhone application and a mobile website to allow its customers to access important information on the go using their mobile phone. This iPhone application is free to download from iTunes and beneficial in helping customers find a boiler and installer. It combines the company's popular 'Find a Boiler' and 'Find an Installer' searches as well as contact and company information for Worcester. The 'Find a Boiler tool' will allow installers 'on the go' to access information on the Greenstar boiler range. A key advantage of this new application is that it doesn't require the user to have a signal. The information will already be there in the application.

As well as an iPhone application, Worcester has also launched a mobile phone view of the UK website for the iPhone. The mobile view condenses the original website, focusing on the product gallery and 'Find an Installer', key contacts, company information and latest news.

Martyn Bridges, Worcester's director of marketing and technical support, said: "This year we've become increasingly aware of the importance of having an easily accessible presence on smartphones such as the iPhone. Many of the installers and specifiers we speak to on training courses and at events now have iPhones in particular, not to mention the take-up of smartphone's by consumers.

"The digital age has seen everyone change their habits – how they read the news, how they shop, pay their bills and even choose a new heating system. As market leader in the heating industry, we place huge emphasis on keeping up to date with the latest trends and we always aim to be at the forefront of new technology. Whether that's within our products or through the communication tools we use to keep in touch with and inform our customers."

For more information about Worcester's new mobile services, visit www.worcester-bosch.co.uk

