

Product name: BO

URL: bo.boma.eu

Introduction date: Internal launch 01/12/2025 • External launch 06/04/2026

Short description

BO is BOMA's gender-neutral AI chatbot that automates time-consuming, repetitive questions and workflows—delivering instant product advice, cleaning guidance, eco-score recommendations, basic calculations, and machine support. Starting Q1 2026, BO will also serve customers 24/7 with multilingual answers for topics like order status, cleaning solutions, product selection, and password resets to name a few.

Long description

BOMA invests in AI to reduce repetitive workload and enhance the customer experience. BO is our gender-neutral AI chatbot, designed to provide fast, consistent answers based on BOMA's official knowledge—so our teams can focus on complex, high-value customer support.

BO will be available across multiple touchpoints: inside the BiP app, on our website, and via a standalone URL. In the next phase (Q1 2026), BO will also be accessible to customers—enabling 24/7, multilingual self-service for questions such as order tracking, choosing the right cleaning products and methods, and password resets. Users can ask questions in their own language and receive answers in that same language. To drive adoption and approachability, BO is introduced with a friendly, recognizable mascot identity. When a question requires extra context or follow-up, BO guides the user to the right BOMA contact or next step.

What BO supports users with

1. **Product information & advice:** product selection for specific challenges (floors, sanitary areas, stainless steel, glass, carpets, etc.), plus details on features, pack sizes, ECO-scores (environmental class), instructions for use, and machine compatibility (e.g., i-mop). BO can also suggest alternatives based on a product name or item number.
2. **Cleaning methods & recommendations:** step-by-step cleaning plans for different environments (offices, hospitals, schools, supermarkets, care homes, and more), including product choice, order of steps, dosing guidance, and suitable tools or machines. BO also advises on maintenance strategies such as floor upkeep, periodic cleaning, or removing specific types of soil.
3. **Procedures & work instructions:** guidance on internal BOMA processes such as creating quotes, handling complaints, returns, demo requests, and other sales-support workflows, with platform-specific instructions for Feniks Desktop and Feniks Mobile.
4. **Internal FAQs & policy information:** quick answers on opening hours, internal guidelines, key contacts, IT support, HR policies, and more.
5. **Eco-score guidance:** recommendations for more environmentally responsible, lower-impact alternatives within the BOMA range, taking ECO-scores and certifications (e.g., EU Ecolabel, FSC) into account.

6. **Calculations & usage estimates:** estimates for product quantities based on number of users, surface area, or cleaning frequency—always clearly labeled as estimates that should be verified in practice.
7. **Machine support:** practical guidance on using cleaning machines (such as the i-mop) and selecting suitable products for them.

In short: BO provides fast, accurate, multilingual support for BOMA products, cleaning methods, internal procedures, and more environmentally responsible choices—using official information and practical recommendations. Just ask!