

## **AMAG to broaden its collaboration with CRM company BSI with a focus on state-of-the-art technology, standardization and innovation**

Baden, January 27, 2022 – **AMAG is transforming itself into Switzerland’s leading provider of sustainable personal mobility. Therefore, it is expanding its collaboration with its long-term software partner BSI. As part of this collaboration, AMAG’s basic technological CRM framework will undergo a comprehensive upgrade and will be expanded to include the new BSI Insight tool (analytics) – all in a SaaS hosting model. Additionally, the two companies plan to develop an “automotive layer” together. The major upgrade and standardization are designed to allow more flexible and efficient implementations of digitization projects and innovative sales models in the future.**

The growing digital transformation of our everyday lives and the resulting changes in customer requirements pose a major challenge for companies in the automotive industry, too. To account for this evolution sufficiently, AMAG is now undergoing a future-oriented transformation to become the leading Swiss provider of sustainable personal mobility. One of the key success factors is creating an intuitive, flexible and digital customer process to facilitate swift and top-notch sales assistance across the entire range of offers and services.

AMAG is one of the 60 top-selling companies in Switzerland and the general importer of Volkswagen Group. More than 30 percent of the vehicles imported to Switzerland are part of the AMAG brand portfolio. The company has been using BSI’s software solutions since 2014 to facilitate uniform, innovative customer experiences and uses BSI systems to handle all its sales. Now, AMAG is investing in the major upgrade of the CRM solution, focusing on sales, service and customer insights.

### **Seamless customer journeys with a flexible CRM system**

Even though car purchases continue to be an emotional and “physical” experience, more and more steps in the process, such as sales assistance, configuration and contract conclusion, have moved into the digital space. Therefore, it is all the more important for companies to use flexible and low code-based CRM and customer experience solutions to seamlessly integrate these different processes and

respond quickly to new trends. Thanks to Marketo and the BSI Customer Suite, which will be expanded with the BSI Insight solution as part of the extended collaboration, the AMAG Group has a 360° view of its customers and can implement individualized and trigger-based customer journeys. The company wants to ensure faster response times, better usability and more flexibility in customizing customer processes, which customers, in particular, will ultimately benefit from.

### **BSI – a solid partner and service provider**

“With the state-of-the-art upgrade of our basic CRM framework, we are setting the course for forward-looking, flexible and innovative customer processes that will allow us to provide individualized support to our customers. BSI has been at our side for years as a solid partner and service provider in this pursuit. Thanks to BSI’s first-rate technical solutions and CRM consulting expertise, we can jointly and specifically drive AMAG’s continued development forward,” explains Ewelina Engel, the individual responsible for CRM at AMAG IT.

### **BSI Media contact**

#### **Contact**

Charlotte Malz, +41 (0)417668633  
[charlotte.malz@bsi-software.com](mailto:charlotte.malz@bsi-software.com)  
BSI Business Systems Integration AG  
Täferweg 1, CH-5405 Baden  
[www.bsi-software.com](http://www.bsi-software.com)

#### **Press contact**

Katharina Söltenfuß, +49 89 62 81 75 03  
[ksoeltenfuss@we-worldwide.com](mailto:ksoeltenfuss@we-worldwide.com)  
WE Communications

### **About BSI**

BSI, a Swiss software company, offers a comprehensive platform for the digital transformation of customer relationships through its BSI Customer Suite. Based on many years of industry expertise, the company develops and sells powerful, specially designed solutions for retail, banking and insurance industries. It was founded in Baden in 1996, has seven additional offices in Germany and Switzerland and employs approximately 400 employees. BSI’s customers include market-leading companies in Europe. [www.bsi-software.com](http://www.bsi-software.com)