Öffentliche Versicherung Braunschweig embarks on a new era of digital marketing together with BSI

Baden, December 5, 2024 – **Going forward, Öffentliche Versicherung Braunschweig plans to increase its reliance on marketing automation with the CX software from Swiss software company BSI. The regional insurer, with one of the densest branch office networks in Germany, also intends to digitally map its strong customer proximity by using automated campaigns. Already, Öffentliche has scored some initial successes with automated communication, an area where it is particularly concerned with the protection and security of its customer data.**

For 270 years, Öffentliche Versicherung Braunschweig has stood for success and tradition. The company has deep roots in the region: Öffentliche employees in about 120 branch offices support approximately 350,000 customers in Germany. In addition, three regional offices and seven rapid damage service locations provide comprehensive coverage throughout the insurer's business region. Öffentliche's dense network of branch offices accentuates the company's strong focus on customer proximity, and, moving forward, the insurer plans to step up its customer proximity digitally as well. For that undertaking, the company tasked BearingPoint GmbH, the independent management and technology consulting company, to implement BSI CX – one of the market-leading software solutions for marketing automation that focuses on the insurance industry.

Customer proximity – digitally transformed and GDPR-compliant

When it selected the marketing automation solution from Swiss software company BSI, Öffentliche first launched an intensive start-up phase with BearingPoint. In addition to ensuring GDPR compliance in regard to the use of customer data, this also included onboarding all the approximately 120 branch offices that have since been actively involved in the project communication. "Our first campaign was designed explicitly on behalf of all agencies. The feedback we received – not only from the branch offices but also from the Öffentliche's customers – was very positive," explains Daniel Klemm, Senior Technology Architect at BearingPoint GmbH.

As Marc Knackstedt, Chair of the Board of Management of Öffentliche Versicherung Braunschweig explains, "Even with digital support, our advisers' personal proximity to our customers is and continues to be our primary goal. We are combining the best of the analog and digital worlds by

using the new CX software."

The first automated mailing the company executed with the BSI Customer Suite was sent to about 10,000 customers and included an offer for personal liability insurance. Next year, Öffentliche intends to build on its initial successes and launch campaigns pertaining to various sales and service topics as well as data maintenance. "With BSI CX, we are taking a giant yet carefully planned step into the world of digital marketing," states Heiko Klostermann, Head of Corporate Communications and Human Resources at Öffentliche Versicherung Braunschweig.

Effortless integration into existing systems

For the company's marketing automation processes, the software solution BSI CX obtains contact data from the existing ERP system and reports results back to it. This reporting also provides important insights for the analysis and optimization of campaigns. Öffentliche can do this with BSI without any significant programming effort because the solution has such flexible interfaces. "The BSI Customer Suite demonstrates at Öffentliche Versicherung Braunschweig how well our software can be integrated into existing IT architectures," concludes Oliver Hechler, BSI Community Manager Insurance.

About BSI

The Swiss software developer BSI provides a holistic, AI-supported platform for the digitalization of customer relationships. For Banking, Insurance, Retail, and Energy & Utilities, the BSI Customer Suite provides everything necessary for an excellent customer experience. In addition to its many years of industry expertise, this also includes BSI's CRM system with a generative 360° customer view and the BSI companion. Around 230 corporate clients use BSI's software to reach over 150 million end customers across Europe. Since its founding in Switzerland in 1996, the company has proved itself as a market leader in its focus industries in the DACH region. Its clients include renowned companies such as ADAC, Raiffeisen Bankengruppe, Signal Iduna, and PostFinance. Software and people together - that's what BSI stands for. www.bsi-software.com

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About Öffentliche Versicherung Braunschweig

Öffentliche Versicherung Braunschweig consists of Öffentliche Sachversicherung Braunschweig (property insurance) and Öffentliche Lebensversicherung Braunschweig (life insurance). It has been in business for 270 years and is the market leader in its region of business, which includes the former Braunschweig county in southeastern Lower Saxony and, in addition to the city of Braunschweig, also parts of Wolfsburg, Wolfenbüttel, Helmstedt, Salzgitter and Holzminden, as well as Bad Harzburg in the south. From about 120 branch offices, it supports approximately 350,000 customers with one of the densest branch networks in Germany – which means almost every second resident in its business region. One thing Öffentliche Versicherung Braunschweig takes very seriously is its responsibility to be a dependable regional partner who is very much attuned to the needs and preferences of the local people.

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Heiko Klostermann, Head of Corporate Communications and Human Resources

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