

Provinzial selects BSI software for state-of-the-art, holistic customer relationship management

Baden, September 26, 2024



Provinzial Group, the premium and service insurance company, has chosen the Swiss software company BSI as the technology partner for its lead and campaign management. BSI's AI-powered customer platform, the BSI Customer Suite, will now digitally map the insurance company's sales activities going forward. This software solution stands out in particular because of its industry focus and easy configurability, facilitating a swift integration.

With more than five million customers, Provinzial Insurance Group is one of the major German insurance groups. It ensures high-quality customer support through sales partners in more than 1300 Provinzial agencies, together with over 100 savings banks, and by collaborating with brokers. By automating marketing processes and keeping them agile with the help of the BSI Customer Suite, the workload in sales is expected to go down in the future and customer loyalty and satisfaction will likely increase.

Digital transformation of sales activities

Innovative, future-oriented campaigns and lead management processes are the result of innovative teams and technologies. Provinzial decided in favor of BSI, the Swiss software company, after completing an in-depth tender process. While Provinzial was keen on BSI's sophisticated technology and cultural fit, it was also impressed that it would be able to manage campaigns and lead management processes in no time by itself after the BSI implementation. This is because the BSI Customer Suite, with its strong industry focus, already comes with processes and features specifically for insurance companies. Additionally, the Customer Suite is easy to configure, allowing users to quickly set up their own communication processes. "The technological opportunities the BSI Customer Suite provides and the effortless, professional collaboration with BSI won us over," emphasized Nina Schmal, Member of the Board of Management for Customer Management & New Business Models at Provinzial Group.

Building up knowledge with a phased approach

Provincial decided on a soft launch, with an MVP phase and three initial use cases for select agencies. The company, with headquarters in Münster, plans to roll out projects gradually to gain experience and build up knowledge in the company. A cross-functional team was able to implement all planned use cases plus an additional one within only a few months. This includes a welcome journey for new customers, a customer survey, and processes for its “Life” division. Initial successes will most likely be evident by the end of the year. “We are very excited about the opportunity to set up a state-of-the-art lead and campaign management solution together with Provinzial. BSI is the market leader in insurance in Germany, and Provinzial, being such a large insurance group, is a milestone in our customer portfolio,” summarized Oliver Hechler, BSI Managing Director Germany and 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

BSI Medienkontakt

BSI Business Systems Integration AG
Inken Martens | Senior Marketing Managerin PR and Communications
Phone: +49 (0) 40 180 240-803
E-mail: inken.martens@bsi-software.com
www.bsi-software.com

Provinzial's headquarters building in Münster



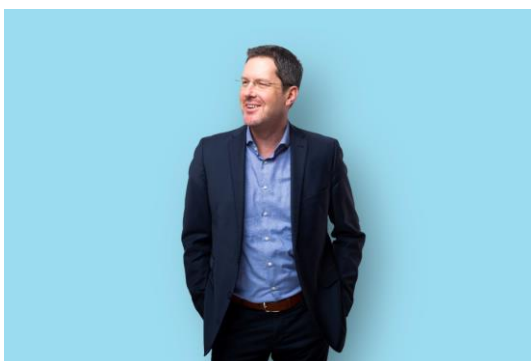
Credits: Provinzial

Nina Schmal, Member of the Executive Board for Customer Relationship Management & New Business Models, Provinzial Group



Credits: Provinzial

Oliver Hechler, BSI Managing Director Germany and Community Manager Insurance



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