

## WERTGARANTIE brings BSI into the team for a 360°

### customer view

**Baden, May 29, 2024 – WERTGARANTIE, Germany’s leading warranty service provider for device protection, has launched the AI-powered Customer Suite from BSI for its customer service. With the innovative CRM/CX system, the insurer gains a holistic 360° view of its customers as well as optimized communication and service processes.**

WERTGARANTIE is the market leader in the field of warranty solutions. Headquartered in Hanover, the company offers insurance policies and warranty extensions for a wide range of products – from household appliances and smartphones to bicycles, e-bikes, and hearing aids. As it undertakes digital transformation and to further strengthen its distinguished position in the market, WERTGARANTIE made the decision to implement a CRM system.

#### **BSI – a proficient software company with a cultural fit**

After a multi-stage selection process, Wertgarantie made the decision to go with BSI’s CRM/CX solution, the Customer Suite. The software company BSI, an expert in the industry, was not only able to make an impression with the most suitable CRM system, but its “cultural fit” won WERTGARANTIE over as well. The insurance company believes that human interaction in the team is a key factor for success. In customer service, the focus is on people, too: In the future, the BSI Customer Suite will enable employees to provide fast, individual, and proactive service through generative 360° views.

#### **A gradual rollout with considerable successes**

At WERTGARANTIE, scrum teams, each focusing on either CRM or CX, implement the integration of the BSI Customer Suite. Initial successes are already beginning to show. For example, the company achieved an above-average conversion rate of 6.1% with its campaign to record the IMEI\* numbers of insured devices: The data qualification through the BSI system saved about 30 workdays of additional manual effort which would have otherwise been needed for the processing of potential claims.

Konrad Lehmann, CEO of WERTGARANTIE, highly values the partnership with BSI: “The BSI Customer Suite impresses us in all respects with its easy and intuitive handling. In addition, we have found a partner in BSI who we can work with easily and on an equal footing and who is always looking for simple and speedy solutions to all questions.” Oliver Hechler, BSI Community Manager Insurance,

adds that “We appreciate the trust-based partnership and are very happy that our BSI Customer Suite can develop its potential so extensively at WERTGARANTIE.”

\*IMEI = International Mobile Equipment Identity

### Image material



Konrad Lehmann, Executive Board, WERTGARANTIE SE



Oliver Hechler, Community Manager Insurance, BSI

## **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](http://www.bsi-software.com)

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