

## Industry leader BSI expands to Italy



Baden, May 2, 2024

**BSI, the leading software company in its focus industries in the DACH region, has officially announced the expansion of its business activities into the Italian market. This strategic decision promises to bring innovative CRM solutions to Italian companies and first-rate digital experiences to their customers through the BSI Customer Suite, the company's AI-powered customer platform.**

The well-known software company and industry expert BSI has announced its expansion into the Italian market. With its many years of success in the fields of CX/CRM and contact center solutions and its strong presence in German-speaking countries, BSI is now looking to Italy as the next step in its growth strategy. The launch in Italy is a critical milestone and underlines BSI's commitment to further strengthening its position as a leading provider of business-critical customer relationship management software.

### **A clear focus on customer proximity – for corporate customers, too**

The decision to enter the Italian market is based on careful planning and initially concentrates on the focus industries of banking and insurance. "Customer proximity is a fundamental premise for us at BSI. We are excited to offer our proven solutions to customers in Italy and support them throughout their digital transformation," commented Markus Brunold, CEO of BSI. "Our commitment to software excellence and outstanding customer service will help us build a strong presence in the Italian market."

A dedicated BSI team familiar with local customers' needs will support the expansion to Italy. By hiring local industry experts, BSI strives to build strong relationships with customers and partners. BSI will present itself first to professionals in the financial and insurance industries in Italy at the IT'S ALL BANKING & INSURANCE trade fair in Milan; other events will follow in the coming months.

### **The BSI Customer Suite - innovative and secure at the same time**

BSI, the market leader in its focus industries in the DACH region, provides cutting-edge, customized CX, CRM, and contact center solutions with a generative 360° customer view and the BSI Companion. The AI-based BSI Companion supports users by summarizing and translating texts and making suggestions for process optimizations and the next best actions. The BSI Customer Suite has a

modular structure and is scalable for any requirements related to digital customer relationships. The cloud-based software meets the highest security standards – it is not without reason that BSI is the market leader in the Swiss banking industry and in agency solutions for German insurance companies.

### **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 AI-powered 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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