

Urner Kantonalbank selects BSI Customer Suite

Baden, February 22, 2024 – **Urner Kantonalbank (UKB) has selected the integrative software solution from Swiss industry expert BSI for its customer relationship management. In the future, the AI-supported BSI Customer Suite will be used to map UKB's customer contact center and core processes.**

In mid-2023, Urner Kantonalbank decided on the BSI Customer Suite after searching for a holistic digital solution for its sales and core processes. The decision in favor of the Swiss software company was preceded by an architectural evaluation performed by Synpulse Schweiz AG, which recommended bringing in a CRM and customer engagement system. Urner Kantonalbank ended up choosing BSI, the industry expert, because BSI's modular, scalable software solution meets all the bank's requirements for flexibility and expandability.

Banking processes supported by industry professionals

An extensive analysis preceded the decision to go with BSI. Together with Synpulse, Urner Kantonalbank, the innovative retail bank from the canton of Uri, examined, among other things, how to operationalize its sales strategy, lead and opportunity management, and customer-facing activities based on its processes. The result was a strategic requirement for a holistic solution for digital customer relationships. "With the BSI Customer Suite, we have selected a tool that can map all of a bank's customer processes end-to-end," explains Manuela Müller-Mosimann, Associate Partner at Synpulse Schweiz AG. "The tool already contains all the basics for the core processes, which means that our processes can be digitized efficiently through the new solution's integration with our core banking system."

Artificial intelligence enhances the customer experience

Urner Kantonalbank will use the BSI Customer Suite to the greatest extent possible. This will also include BSI AI with the context-based use of Artificial Intelligence. For example, through the customer type and segment analysis running in the background, customer reps receive suggestions for suitable banking products to present and how to personally engage with customers in a consultation. UKB sees enormous potential in the digital transformation of its processes: "For Urner Kantonalbank, the digitization of customer relationships is going to be a crucial project over the next five years," explains Oliver Jeisy, Head of Marketing and CX Manager at Urner Kantonalbank. From lead generation to sales and service, all UKB employees, in direct or indirect customer contact, will be working with BSI's holistic software solution in the future.

BSI at a glance

With its BSI Customer Suite, the Swiss software company BSI provides a holistic, AI-supported platform for the digitization of customer relationships. For Banking, Insurance, Retail, and Energy & Utilities, the BSI Customer Suite provides everything needed to facilitate an exceptional customer experience. This also includes BSI's CRM solution with a generative 360° customer view and an AI companion as well as the company's many years of industry expertise. Around 230 corporate clients use BSI's software to reach more than 150 million end customers across Europe. Since its founding in Switzerland in 1996, BSI has established 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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Footage



Manuela Müller-Mosimann, Associate Partner of Synpulse Schweiz AG



Oliver Jeisy, Head of Marketing and CX Manager at Urner Kantonalbank



Among others, BSI is also represented in Baden (Canton Aargau, Switzerland)