

## Creating more WOW moments in customer management: BSI helps companies balance speed vs. perfection

### Software developer BSI adds powerful analytics and data management capabilities to its Customer Suite, providing deeper customer insights.

Baden, November 11, 2020 – 400 participants came together virtually at BSI's digital customer conference on November 3 and 4, 2020 for more than 35 presentations by experts and users on the topics of CRM, customer experience (CX), and artificial intelligence. BSI, which specializes in CRM, presented several innovations and highlights: Integrating powerful analytics and data management functions into its Customer Suite, a redesigned website, momentum with help from Capvis, the investor, and a stronger BSI ecosystem with several more partners.

The software company BSI has dedicated itself to the customer experience. To continue to delight its customers and their customers and make customer relationship management even smarter, BSI invests heavily in product development and prioritizes discussing its product roadmap with customers. In 2019, BSI launched its Artificial Intelligence Platform and demonstrated how companies could profitably use artificial intelligence in their interactions with customers and prospects. Now, at last week's Customer Summit, the CRM provider presented its latest achievements in the CRM and CX environment: First, it introduced its Customer Data Platform for effective data management and meaningful 360° customer profiles, and secondly, it presented Customer Insights, a data analysis and powerful analytics tool that gives individual departments instant access to business intelligence.

#### The data hub for clean data and meaningful customer profiles

With its cloud-based Customer Data Platform, BSI delivers a holistic view of a company's prospects and customers. Data from different systems are blended and consolidated in BSI in real time. This data foundation then forms the backbone for digitizing customer relationships, deep customer insights for marketing, sales, and service, and personalized omnichannel campaigns. "BSI's Customer Data Platform combines the benefits of master data management and CRM system. Its strengths include a company-wide communication history and the smart consolidation and enrichment of data," explained Chris Rusche, BSI's Chief Product Officer (CPO), summarizing the system's advantages.

### **Benefiting from data intelligence – Customer Insights from BSI**

With Customer Insights from BSI, sales, marketing, and service get a powerful analytics tool that is intuitive at the same time. In addition to the easy-to-understand reporting dashboards across departments, the solution allows companies to make data-driven decisions. Additionally, marketing, sales, and service managers can use BSI to directly access all relevant customer data without going through the DWH or business intelligence teams. According to Urs Frick, a leading force in product development at BSI, “Customer insights are essential for a customer and lead management solution to be effective. Companies need to know which activities work and which activities don’t work.”

### **The BSI Customer Summit – two days of concentrated expertise**

“Wow. Now.” That was the motto of this year’s BSI customer conference. The name says it all: Presentations by experts revealed how companies could create delightful customer experiences and get through difficult times with agility and resilience. CPO Chris Rusche opened the first day of the conference with his keynote by saying this: “I am almost a bit uncomfortable saying this, but BSI is doing very well. With a growth of 12%, we have had a record six months. Many companies are now investing in their customer relationships.” Rusche emphasized that customer proximity is essential, especially in uncertain times. According to him, companies need to closely monitor their customers’ actions to understand how to serve them individually and in the best possible way. In the long term, and to continue to be customer-centric, companies will also need to learn how their customers’ actions and needs change. And artificial intelligence and powerful machine learning workflows are indispensable in this effort, according to Rusche. “BSI is the right partner for these challenges of the future.”

This statement was confirmed in numerous user presentations by BSI customers such as ADAC, BEKB, VZ Depotbank, HDI, Hornbach, and SWICA as well as in talks by experts such as Dennis Lück, the creative with the highest awards in Switzerland, Nils Hafner, a professor of CRM, and Robert Schuhmacher, a pioneer of data-driven marketing. Markus Brunold, BSI’s CEO, summed up BSI’s mission at the Customer Summit with the following words: “At BSI, we love software, and we love our customers. We have been designing software for people for 25 years. And we will continue to do so. Through continuous product innovations, a dynamic ecosystem, and with strong partners, we make sure that winning customer hearts becomes the best of all business tasks.”

## Links

[www.bsi-software.com/cdp](http://www.bsi-software.com/cdp)

[www.bsi-software.com/insights](http://www.bsi-software.com/insights)

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## About BSI

**Impress your customer** – we know you will. With our smart software solutions for customer relationship management (CRM) and marketing automation, you can reach prospective and current customers wherever they are and accompany them through their entire customer journey. Win your customers' hearts with structured customer data, artificial intelligence, and real emotions. At BSI, consulting, software development, and implementation belong together. BSI offers one of the leading omnichannel suites in the market, including solutions ranging from CRM and customer experience to data management. Our systems offer broad functionality and seamless adaptation to individual customer needs – they are specially designed for retail, banking, and insurance. The result is software that is surprisingly easy to use and intuitive and customer experience management that delights end users. BSI is a privately owned software company that was founded in Switzerland in 1996. The company has 338 employees at locations in Baar, Baden, Bern, Darmstadt, Düsseldorf, Hamburg, Munich, and Zurich.