

## BSI to be the customer service hub at CALIDA

**CALIDA, one of the leading lingerie brands in Europe, will be counting on BSI to pursue its omnichannel strategy that revolves around an unwavering focus on the customer.**

Baden, November 19, 2020 - **At CALIDA, the Swiss lingerie manufacturer known for high-quality intimate apparel, sleepwear, and loungewear, the customer is at the center of everything. The company's goal is to offer top-notch service to its customers on all sales channels. To do so, CALIDA has selected the cloud-based BSI CRM, which provides a holistic view of customers and their preferences, as its central data hub.**

First-rate Swiss quality, sustainability, fine workmanship, and complete comfort are CALIDA's hallmarks. Regardless of the channel customers use to contact the lingerie manufacturer, the company wants them to feel that the advice they receive is always solid. What this requires is the best possible understanding of customers' needs and wants. Although CALIDA has already had solutions such as their "friends+forever" loyalty program in place at their retail locations and in their online shop, providing service across various sales and contact points has been challenging. This situation, however, is going to change with the central CRM solution from BSI. According to CALIDA's omnichannel vision, a customer who frequently shops at their Löwenstrasse location in Zurich should feel equally welcome and recognized at their online shop or their retail store in Hamburg on a city trip there.

BSI acts as a data hub and integrates all relevant customer information – from the webshop, cash register systems, marketing platform, and the centralized order management software (OMS) – in real time and in one location. CALIDA plans to use BSI to benefit its customers and provide the very best service across the entire product range. "As an omnichannel company, it is important for us to get to know our customers as well as possible across all channels. At the same time, we want to respect their privacy. A CRM solution will help us master this balancing act. We want to recognize loyal customers as good customers, and they want us to acknowledge them as good customers. "In addition to that, many customers want individualized offers," explains Florian Übleis, Director of Marketing & Sales at Reich Online Services, the CALIDA Group's e-commerce hub, the objective of the CRM implementation. "We contemplated for a long time which solution would be the best fit for us. BSI impressed us with its up-to-date technology in conjunction with the broad range of functionality and its team. BSI is a good match for CALIDA because they, too, place their customers at the center. At

CALIDA, we have to be able to respond quickly to the market and want to be flexible in offering new services to our customers. With BSI, we have a strong partner by our side,” says Florian Übleis, explaining CALIDA’s decision to select BSI.

Launching the BSI CRM was, to some degree, like open-heart surgery: First, we migrated the web-shop data to the CRM system, followed by the customer data from the cash registers and finally the contacts from the marketing platform. We performed these last two imports without significant complications when the system was already in operation. According to Florian Übleis, “Of course, projects always come with problems and challenges; that is completely normal. When we encountered such moments, though, we felt very clearly that BSI’s company credo – helping customers become successful – is not an empty promise.”

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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.