

Customer experience in the financial sector: CRM software provider BSI and Boxcon AG announce partnership

Baden, July 14, 2022 – **BSI and Boxcon have joined forces to help financial institutions implement their customer experience strategies and align processes with the entire customer lifecycle. The partnership will offer clients the combined benefits of the BSI Customer Suite and Boxcon AG's sector, IT and implementation expertise.**

The software company BSI and the consulting firm Boxcon AG have today announced their new partnership that is aimed at meeting the strong growth in demand for solutions enabling companies to offer authentic and seamless customer experiences. The two partners are combining their strengths to help clients execute innovative and tailored customer experience and CRM campaigns.

With the BSI Customer Suite, BSI offers an all-in-one platform for digitalizing the customer relationship. The solution helps companies to impress their clients in real time along the entire customer journey. The software developer's customers include leading companies in the DACH region. Boxcon is a Swiss consulting firm with extensive sector, IT and implementation expertise. It has established itself as a reliable and innovative partner for digitization projects among many Swiss clients, particularly in the banking and payment sectors. In addition to selling the software solutions of BSI and providing consulting services, Boxcon's role in the partnership will mainly involve developing and efficiently implementing modern, tailored contact center solutions as well as solutions for marketing, sales and service automation.

Speaking about the partnership with Boxcon AG, René Konrad, Banking Community Manager at BSI, said: "The BSI Customer Suite opens up almost unlimited possibilities for financial institutions. In order to exploit the full potential of our CRM and customer experience solution, extensive sector expertise is needed. This is precisely where Boxcon with its many years of experience comes in. We are delighted to have teamed up to help companies create compelling customer experiences."

"We see the partnership with BSI as a natural step in the evolution of our service portfolio. In the past, we have mainly helped customers to plan and design the customer experience and to acquire

and execute CRM projects. We are now able to offer a much more integrated, end-to-end range of services that covers our clients' needs more comprehensively. In BSI, we have found the perfect software partner for our company and are looking forward to working together on many exciting projects," said Thomas Bachmann, Head of Sales & Corporate Development at Boxcon AG.

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About BSI

With its BSI Customer Suite, the Swiss software company BSI provides a comprehensive platform for the digital transformation of customer relationships. It offers everything needed for an outstanding customer experience in the retail, banking, insurance and energy & utility industries. At the core of the innovation is the company's many years of industry experience. In the insurance industry, BSI is considered the market leader for CRM software, which 130 banks, insurers and trading companies use to reach around 27 million end customers across Europe. Founded in Baden, Switzerland, in 1996, BSI has about 400 employees and 7 additional offices in Germany and Switzerland. BSI's customers include companies and organizations such as ADAC, Signal Iduna and HDI and other market-leading companies throughout Europe.

www.bsi-software.com

About Boxcon

Boxcon is an independent, medium-sized consulting firm with extensive sector, IT and project expertise. Since its birth in 2014, the Swiss company based in Zug has been successfully supporting clients with various aspects of the digital transformation. Boxcon counts numerous major banks and insurance companies among its long-standing clients. Every member of the Boxcon team works hard each day to ensure that clients receive the top-quality services and products they expect. Our ideas and actions are always centered around the clients' needs, which we strive to meet by pushing conventional boundaries. "Beyond the box" is the credo we live by each day. <https://boxcon.ch>