

Competec and Competec company BRACK.CH to optimize customer service with BSI

Baden, March 10, 2022 – **Competec Group, headquartered in Mägenwil, Switzerland, is a Swiss holding company comprising the trading companies Alltron AG, Jamei AG, Medidor AG, Schoch Vögtli AG, BRACK.CH, Furber AG, a private label manufacturer, Logistik AG, a logistics service provider and Competec Service AG. This group of companies, like many others in its industry today, faces the challenge of how to meet the changing expectations of their customers. With the new contact center solution from software company BSI, the group will elevate the customer experience and ensure efficient cooperation across all Competec brands.**

E-commerce faces major challenges today: The number of customers is increasing while customer requirements are becoming more and more demanding. To provide swift and simple customer service that is personalized at the same time, trading companies need a 360° view of their customers plus the ability to collaborate across departments. With numerous awards for its customer service, Competec, the Swiss group of trading companies, offers impressive proof that customer orientation is its most valuable asset. However, a heterogeneous system landscape, a development platform with high development and maintenance costs, limited process consistency, media discontinuity and few automated processes have made it difficult to date for Competec to provide more comprehensive sales assistance to its customers and accelerate the process of delivering adequate responses to customer inquiries. To meet these challenges, Competec was looking for a suitable software partner.

BSI scores points with expertise and transparency

Since BSI uses a Scout framework that Competec is already using, Competec selected BSI, the Swiss software company. Together with BSI, the company planned to enhance the customer view, forge ahead with personalized customer support and assistance and simplify its system landscape. Since the technology solutions the group has been using throughout its companies, such as the existing contact center system, are limited in their further development to remain state-of-the-art and up-to-date, the company needed a new solution. This new solution was to help reduce interfaces, enrich, cleanse and centralize data and decrease media discontinuities.

A new contact center solution in 2022

With the new contact center solution from BSI, all customer inquiries and needs come together, across all the group's companies, in a single system where they are further processed. The advantage of this approach is that customer reps have an overview of all customers and their entire history, which allows them to consider preexisting needs and notes before initiating the processing. The rollout of the new contact center solution is scheduled for the first quarter of 2022. It will include, among other things, the analysis and documentation of existing processes and the reduction of employee training efforts with the help of standardized processes. The next step will be to integrate the phone system to facilitate the efficient routing of phone calls to the right contacts. Competec plans to initially roll out the solution in finance, at BRACK.CH Business and in sales.

“With BSI, we will have a customer-focused and future-proof solution that will allow us to give our customers personalized support that is fast and proficient. Besides the technical solution and experience, what we value particularly in BSI is their transparency and honesty, even regarding the feasibility of our planned projects,” explains Sascha Kappeler, Head of Customer Service at Competec.

BSI Media contact

Contact

Charlotte Malz, +41 (0)417668633
charlotte.malz@bsi-software.com
BSI Business Systems Integration AG
Täferweg 1, CH-5405 Baden
www.bsi-software.com

Press contact

Katharina Söltenfuß, +49 89 62 81 75 03
ksoeltenfuss@we-worldwide.com
WE Communications

About BSI

BSI, a Swiss software company, offers a comprehensive platform for the digital transformation of customer relationships through its BSI Customer Suite. Based on many years of industry expertise, the company develops and sells powerful, specially designed solutions for retail, banking and insurance industries. It was founded in Baden in 1996, has seven additional offices in Germany and Switzerland and employs approximately 400 employees. BSI's customers include market-leading companies in Europe. www.bsi-software.com