

## Hello bank! to digitize its customer management with BSI

Baden, June 2, 2021 – Hello bank!, part of the BNP Paribas group, is the market-leading online brokerage in Austria. It has the most extensive independent product range in the investment and trading segments and supports around 80,000 customers in managing their securities investments. The company is also a collaboration partner to around 100 licensed investment firms and service companies as a custodian bank in the B2B business customer sector. Hello bank! has selected the software company BSI to advance the digital transformation of its marketing technologies to facilitate automated customer engagement.

Whether for direct banks, FinTechs and platform networks, the competitive pressure in the banking sector is increasing. Many consumers are now taking the management of their finances into their own hands – millions of new investors in the German-speaking countries alone are self-investing in equity funds and securities. At the same time, large established banks are also adjusting to the demand situation and are digitizing their customer relationships. In this respect, Hello bank! has a clear lead in the market already, which it now hopes to expand further together with BSI as its software partner.

The main objective of Hello bank!'s collaboration with BSI is to digitize the most critical process areas in the company and, in particular, customer interactions. Besides that, the company wants to implement additional automation to increase efficiency. Doing so requires, above all, consolidating the customer data that resides in various systems in the company and integrating the existing backend systems. New flexible systems, especially for digital customer relationship management, are expected to facilitate further scaling and support Hello bank!'s growth path. In addition, the connectivity of these systems to Hello bank!'s ecosystems are likely to open up new opportunities to develop digital business models in the future. To be sure, a thoroughly challenging task that requires thoughtful planning and a strategic approach to protect Hello bank!'s day-to-day business activities.

### BSI impresses with the best overall concept

The deciding factor for Hello bank!'s decision to go with BSI was the BSI solution portfolio's market maturity and seamless integratability. In addition, the company has been impressed with the partnership-based collaboration at eye level with BSI, their similar mindsets regarding innovation and pragmatic approach, and the forward-looking scheduling of the solution implementation in an agile project setup.

### Pilot phase started

The pilot project was kicked off last year and went live successfully in May 2021 after acceptance tests in the context of the existing technology stack. The initial results are promising, and the next milestones have been defined: Phase two and the go-live of the Digital Experience Platform BSI CX

are scheduled for May to July 2021, and the path is clear. “We are altogether impressed with BSI’s fully integrated approach at the solution level and, from a human perspective, with the BSI team,” comments Burkhard Schwab, Head of Innovation at Hello bank!. “We are very pleased that in BSI, we have found a partner with the same value system, including unconditional customer centricity, a pragmatic approach to implementation and a can-do mindset. Based on this collaboration, we are very confident that we will be able to innovate our customer relationship management significantly in the short term.” “As the Austrian market leader in online brokerages, it is important for us to understand our customers and to provide them with information that meets their specific needs. We have been able to implement this customer-oriented approach professionally with BSI,” adds Robert Ulm, CEO of Hello bank!.

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### **About BSI**

**Impress your customer** – that’s the promise we make. With its BSI Customer Suite, the software company BSI provides a comprehensive zero-code platform to digitize the customer relationship. With solutions for Customer Relationship Management (CRM), Customer Experience (CX), Data Management (CDP), customer insights and artificial intelligence (AI), BSI helps companies delight their customers in real time along the entire customer journey. Thus, marketing, sales and service teams have everything they need for cross-channel, automated and personalized customer communication. BSI provides powerful solutions to the retail, banking and insurance industries based on its many years of industry expertise. All solutions are component- and cloud-based. Established in 1996, the company now has eight locations in Germany and Switzerland. BSI is organized as a network without hierarchies, an organizational structure for which it has already won several employer awards. BSI customers include market-leading companies in Europe. Visit [bsi-software.com](http://bsi-software.com) for more information.