In support of future-proofing and customer proximity: M-net counts on software company BSI again

Baden, September 21, 2021 – M-net, Bavaria's leading fiber optic provider, has again selected the software company BSI. It had originally implemented BSI's CRM solution in its customer service and sales groups in 2009. In 2019, its management decided to substantially expand its business relationship with BSI and form a strategic partnership. Since then, around 500 M-net employees and an additional 150 users at external service providers have been using BSI CRM to provide ongoing support to more than 500,000 M-net customers.

M-net has supplied large parts of Bavaria, the greater Ulm area and the Hessian district of Main-Kinzig with reliable communication technology since 1996. The telecommunications provider offers everything from a single source, from future-oriented high-speed internet and telephone, television and mobile communications to networking and data center services.

A CRM solution upgrade with benefits for sales, customer service and M-net customers

The objective of the comprehensive upgrade of the existing CRM solution and the associated strategic partnership with BSI was to make customer management more efficient, from offer creation to customer support and contact centers. Another objective was to lighten the workload of the approximately 650 users of the CRM system. Three advantages of BSI's CRM system are particularly noteworthy:

- **Flexible & customizable**: The CRM system is highly flexible, which makes it possible to map the specific processes the company needs in customer service and sales while at the same time remaining close to the standard. Individual departments can now modify processes on their own without needing programming changes, an advantage that also makes it much easier to onboard new employees.

- **Powerful & robust:** Even at high utilization, reliable customer service is essential, and with BSI CRM, it is ensured.

- **User-friendliness & responsive design**: BSI CRM was developed using a responsive design approach that fully supports employees in the mobile office and as a desktop application, ensuring that M-net can run the system ergonomically on all relevant devices. Even complex processes with interfaces to other telecom providers in the service and operations areas are mapped clearly in BSI CRM and help guide employees through processes step by step.

In addition, M-net's more than 500,000 residential and business customers also benefit from the CRM upgrade with shorter response times and simplified service processes.

Nils Rehn, Project Manager at M-net, explains: "The project with BSI was defined by positive and trusting collaboration. Thanks to the agile project methodology and BSI's consistent customer centricity, we were able to achieve first successes soon after the implementation of the CRM."

First successes validate the project

It was a major challenge to integrate the various backend systems seamlessly over different interfaces in BSI CRM, which, at the same time, was the prerequisite for state-of-the-art customer management at a high level. Several external service providers, nine backend systems, and an average of 30,000 to 50,000 technical processes per day (which, at peak times, could be as high as 100,000) running on the system – all this gives an impression of the scope and complexity of the project. Executing this massive undertaking successfully has paid off: With BSI, M-net now has a state-of-the-art and robust system that forms the basis for further developments in the future and new components ranging from Artificial Intelligence and automation to app linking.

Dr. Alexander Vilbig, Head of IT at M-net, states: "The project is a prime example of successful collaboration. With BSI, we have a strong strategic partner by our side: BSI has an experienced team with a lot of expertise and a high degree of reliability. With the comprehensive CRM upgrade, we have created a future-proof foundation. As we go forward, we can build on guided processes, flexible configuration options, state-of-the-art technology and release capability."

BSI Media contact

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

Press contact
Katharina Söltenfuß, +49 89 62 81 75 03
                                            WE

ksoeltenfuss@we-worldwide.com

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 for more information.