

## Mercedes-Benz Financial Services Schweiz enhances the leasing process with BSI

Baden, March 30, 2021 – **Mercedes-Benz Financial Services Schweiz AG (MBFS)**, a subsidiary of **Daimler Mobility AG**, has over 12,000 employees and operates internationally in 40 countries. The company provides a wide range of financial services, primarily encompassing the leasing and financing of cars and commercial vehicles to business and non-commercial customers, and it deals in insurance. To enhance its offer and application processes in end consumer leasing, MBFS selected a customer relationship management (CRM) solution from BSI.

As more and more car customers lease cars instead of buying them, it is critical that the offer and application processes are fast and smooth to achieve customer satisfaction. To improve the processes, MBFS went looking for a new solution for its dealers. It wanted them to be able to submit a lease offer within no more than three minutes – at the dealership and through digital channels. In addition, the software-based application process that builds on the offer process also had to be customer-friendly and user-friendly.

### Offer and application process integration with BSI

After BSI had already won over MBFS in a tender for a dealer portal in early 2019, Mercedes-Benz awarded the contract to implement the offer tool to BSI in the summer. Since its launch at the end of 2019, after a project length of barely six months, the offer tool has proven successful, and MBFS currently generates more than 1,000 offers a week. Then, at the end of 2019, BSI was also commissioned to develop the application process. Andreas Nowotny, Head of Business Innovation & Transformation at MBFS, explains MBFS's decision to work with BSI again: "In addition to the high-quality software they develop, BSI first and foremost scored points with their collaborative and proficient process facilitation. To us, BSI is not your traditional software vendor. Instead, BSI is part of our team, and with this team, we successfully implemented the project together."

The redesign of the application process turned out to be complex. First, the team had to integrate the data from the offer tool seamlessly. Plus, the tool had to be linked to the contract system via several interfaces to facilitate the application and customer data exchange. Secondly, the application requires the processing of assorted information and documents, ranging from personal and salary

information and other financial data to the budget the law requires. Yet, to achieve customer satisfaction, it was essential to integrate both systems. There is nothing that upsets a lease customer more than terms that are unexpectedly different in the official application than in the initial offer.

### **Easier application processing – for dealers as well as customers**

The BSI solution, which went live in early December 2020, walks the salesperson through the entire process. Sales personnel can view the application process status at any time and process or cancel applications. Since the go-live, the new process has been made available to all Swiss Mercedes-Benz dealers. As dealers can generally select their own IT solutions, a high degree of user-friendliness was essential to convince them of the new solution's advantages. And those are being further expanded: To make the sales personnel's work even easier, they can use a QR code to open the process on their mobile phones, thus adding missing documents to the application. Automatic pre-calculations and improved data validation make the review easier for dealers and accelerate the credit decision-making process on the part of MBFS.

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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.