

The BSI Customer Suite: Innovation and data security for customer relationship management at Albin Kistler AG

Baden, March 13, 2025 – For its digital customer relationship management, Albin Kistler AG counts on the BSI Customer Suite, the innovative and integrative software solution from the Swiss industry expert BSI Software. The BSI Customer Suite meets the highest data security standards and is tailored to the strict requirements in the wealth management industry. It plays an instrumental role in mapping the processes in Albin Kistler’s customer contact center.

Albin Kistler, the well-known wealth management company, was in search of a new, customized and, first and foremost, secure customer relationship management solution and selected the customer platform by BSI Software, the Swiss software company. Since November 2024, Albin Kistler has been integrating all its relevant customer and investment data into the BSI Customer Suite with the goal of providing individualized advice to its private and institutional customers. The solution’s 360° customer view takes the exemplary asset management company’s customer communication to a new level. The fact that all customer data remains in Switzerland is both a prerequisite and a regulatory requirement. All applications are run in data centers in Switzerland. This high degree of security is a fundamental requirement for the digital transformation and innovation at Albin Kistler AG.

A powerful portfolio of flexible interfaces and industry-specific processes

Albin Kistler AG’s decision to go with BSI Software, the Swiss financial services expert, was based on an evaluation of the architecture performed by the management consultancy Synpulse. According to Philipp Staupé, Associate Partner at Synpulse Schweiz AG, “This project’s high degree of individualization as well as the high quality standards for the 360° customer view, for reporting and portfolio overviews are noteworthy.” In this respect, the BSI Customer Suite impresses with a banking layer and flexible interfaces within the Albin Kistler ecosystem. The wealth management company uses the BSI Customer Suite as a SaaS solution. “BSI’s individualization options through configuration and the company’s expertise in the financial industry were important aspects for us,” emphasizes Raphael Studer, Deputy Head of Operations, Head of IT and Project Management at Albin Kistler. At the same time, BSI Software is pleased with the successful launch and the continued collaboration between the two companies. “Albin Kistler is the first external wealth management company in BSI’s portfolio. We are making every effort to more than meet the expectations placed on us,” reiterates Marco Bernasconi, Senior Project & Community Manager Banking at BSI Software.

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Raphael Studer, Deputy Head of Operations, Head of IT and Project Management, Albin Kistler AG



Philipp Staupe, Associate Partner, Senior Project Manager (PMP®), Synpulse Schweiz AG



Marco Bernasconi, Senior Project & Community Manager Banking, BSI Software

About BSI Software

The Swiss software company BSI Software designs, develops and sells market-leading European CRM and CX software that is not only technologically exceptional but also forward-thinking in its mode of action.

The company's modular product, the BSI Customer Suite, is a holistic customer platform that encompasses everything needed to provide a first-rate customer experience. This includes, among other features, a CRM solution with a generative 360° customer view, the AI-based BSI Companion, and automation through AI agents.

BSI places great emphasis on long-term, partnership-based relationships. In its focus industries – banking, insurance, retail, and energy & utilities – the company combines in-depth industry knowledge with technological excellence.

In the DACH region, BSI Software is the market leader in its focus industries. Customers include well-known companies such as ADAC, Hornbach, Techem, PostFinance, Raiffeisen Banking Group, and Signal Iduna. Software and people working together – that's what BSI Software stands for. www.bsi-software.com

Facts & Figures

as of 01/2025

50 million customer interactions per day with BSI software

320 corporate customers in DACH and Italy

569 employees, with **300** holding shares in BSI Software

12 locations through expansion and acquisitions

1996 – the year BSI was established in Switzerland

About Synpulse

Synpulse is an international management consultancy and a long-time partner of leading financial service providers. Since its founding in 1996, Synpulse has specialized in supporting financial institutions with optimizing their business processes, implementing innovative technologies, and executing a digital transformation. With in-depth industry expertise and a holistic consulting approach, Synpulse supports banks, insurance companies, and wealth management companies along the entire value chain. Synpulse's network includes more than 20 locations worldwide in Europe, Asia-Pacific, and the U.S. As a driver of innovation and sustainable growth, Synpulse offers its customers solutions that are specifically tailored to their individual requirements. www.synpulse.com

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