Release 25/1 turns BSI Customer Suite into an efficiency booster for digital customer management once again

Artificial Intelligence continues to be a major trend in the development of state-of-the-art CRM and CX solutions. After presenting innovative solutions at its Customer Summit in November of last year, the Swiss software company BSI is now introducing a critical evolutionary breakthrough. With more intelligence, more productivity, and more flexibility, Release 25/1 of the BSI Customer Suite presents a multitude of options for efficiency improvements – either in the application, the configuration (low-code/no-code) or even in the implementation of corporate-wide strategies and in AI agent management. All the while, the company's focus continues to be on customer centricity.

Baden, March 27, 2025 – The Swiss software company BSI, continuing to keep up its rapid innovation pace of recent years, has pioneered powerful high-performance features for greater efficiency with Release 25/1 of its BSI Customer Suite. Work steps can now be automated, for instance, and the entire BSI Customer Suite can be managed through AI agents. BSI Elements, an important value driver, includes mature, industry-specific solutions that are easy to download just like from the App Store and provide instant added value to companies. Customers in BSI's focus industries – insurance, banking, retail, and energy & utilities – will benefit substantially from this readily available industry-specific expertise. Other key innovations included in the new release are five "strategies" that ensure the AI-powered harmonization of individual processes with overarching corporate goals. The contact strategy, for instance, specifies the intervals at which a company's service, sales, or marketing groups reach out to customers, while the pricing strategy defines the uniform framework for discounts.

Powerful high-performance opportunities to use Artificial Intelligence

BSI consistently drives innovation. The Swiss software company is continuously developing innovative solutions, including the AI-powered BSI Companion, which automates routine tasks and boosts efficiency. As early as last year, BSI integrated AI agents deeply into its digital customer platform. BSI Software's developments enable companies to enhance and automate the intelligence, individualization, and seamlessness of their customer interactions with hyper-personalization. The company plans to continue to expand its BSI Customer Suite – with a strong industry focus and, in these dynamic times, with the goal of creating genuine value as well as maximum flexibility and independence through an agnostic AI strategy. For example, companies with BSI Software can select from more than 70 AI models – including a variety of Large Language Models (LLM), where BSI prefers to rely on customizable open-source models. This ensures the integration and optimal use of data and AI with independence from specific vendors or technologies.

Data protection and monitoring across all AI processes

Responsible AI is a key component of BSI Software's strategy. Early on, long before the EU Artificial Intelligence Act came into force, it committed to its own AI Code of Conduct. Since then, every one of its AI products has gone through an ethical discourse. Its BSI Customer Suite, the holistic CRM and CX platform, ensures additionally that customer data remains in a dedicated environment – GDPR and regulatory compliant. The company's responsible handling of data together with its open and customizable AI strategy as well as the strategy management options are an important competitive advantage, emphasizes Markus Brunold, CEO of BSI Software. *"The BSI Customer Suite is the only holistic CRM and CX solution made in Europe that has deeply integrated AI while ensuring data protection, sovereignty, and flexibility at the same time. We are determined to continue to expand our pioneering role."*

The perfect product for fast-paced times

Companies must be able to manage change with flexibility and distinguish themselves clearly from their competition at the same time. Therefore, BSI Software sees enormous potential in empowering its customers. The BSI Adaptation Platform combines offers such as BSI Elements, low-code/no-code adaptation options for easy system integration, training, and documentation. "A company's identity must be reflected in its software. That is why we design our CRM/CX solutions not only to be as configurable as possible but also to be customizable," explains Olav Lenz, Head of Product at BSI Software.

Major innovations included in the BSI Customer Suite

Independent and secure
Free choice: Companies can select from a variety of cloud service providers and more than 70 AI models. BSI prefers to rely on customizable open-source models, which ensures ethically correct data processing and a secure environment for data in Europe.

NEW – Five strategies
The BSI Customer Suite now includes five AI-powered strategies: the Action, Contact, Pricing, Service, and Customer Rep strategies. These strategies are designed to harmonize interactions with corporate-wide decisions, while generative 360° views support their tracking and control.

NEW – AI agents
AI agents either support users of the BSI Companion or operate fully autonomously in the background. Their seamless integration into the BSI Customer Suite ensures consistent and intelligent automation; in e-commerce, for example, by independently researching previous orders, asking for missing details, and ultimately placing the order.

NEW – Advanced BSI Companion
The BSI Companion can now understand and read images and documents, derive actions from the active context, and transfer orders to AI agents, in insurance claims processing, for example, all the way from interpreting damage photos to the settlement.

NEW – Advanced Snapview functionality

Timesaving and AI-powered, sales consultations are now summarized and documented in a transcript. Snapview, BSI Software's digital consulting solution, which is available either as a stand-alone solution or as part of BSI Engage, is now recommended by Flexperto as its successor product. Since Flexperto is discontinuing its existing software solution by 2026, its customers will benefit from Snapview's comprehensive functionality and a solution that meets the compliance requirements of the European banking and insurance industries.

NEW – Advanced consulting module

The existing consulting module was expanded with the consulting solution from Riskine. Based on an extensive risk analysis, the module guides customers individually through the advisory process – both in self-service and together with a customer rep.

NEW – Intuitive low-code designer for 360° views

The configuration of the 360° view is now even more user-friendly with copy-and-paste and drag-and-drop functions.

Media contact

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Footage

(Caption)

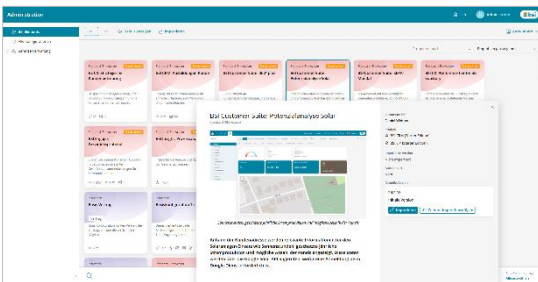The BSI Customer Suite is BSI Software's holistic platform for the digital transformation of customer relationships.
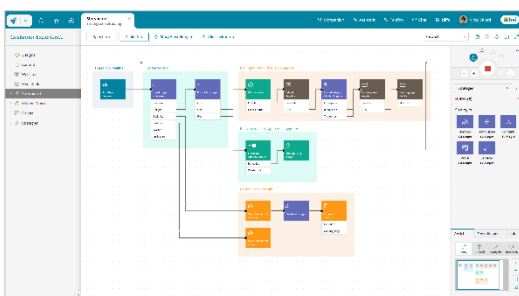

(Caption)

Markus Brunold, CEO of BSI Software

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Olav Lenz, Head of Product at BSI Software

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With BSI Elements, BSI Software provides industry-specific depth to its customers at the touch of a button.

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AI-powered strategies in the BSI Customer Suite (CX steps in purple) facilitate uniform decision-making across departments.