

## **SIGNAL IDUNA facilitates personalized sales and service experiences with BSI**

### **Working with CRM company BSI, the SIGNAL IDUNA Group supports its customers with service and sales communication from a single source**

Baden, April 29, 2021 - **The software company BSI is pleased to announce its collaboration with SIGNAL IDUNA, one of Germany's major insurance groups. The Group is realigning its digitization strategy together with BSI to be ready for the future and offer its policyholders additional personalized customer experiences. Its sales, service and marketing groups will then have a centralized digital platform to work with.**

Mobile communication and the internet have dramatically changed consumer habits. This development is accompanied by significant pressure to change customer service and organizational structures, which has not spared the insurance sector. Against this background, SIGNAL IDUNA searched for a partner for its digital customer relationship management and looked at various well-known software vendors. The insurer's goal was to process customer inquiries with a lean CRM solution across all channels concurrently, smoothly and efficiently. BSI distinguished itself from its competitors with its proof-of-concept demonstration. What, in particular, tipped the scales in favor of BSI were the BSI Customer Suite's well-thought-out design and quality, BSI's strong position in the DACH region software market and its extensive expertise in banking. "With BSI, we selected a software partner with industry experience who proactively engages in the topic of the digitization of our customer management. The BSI team is always open to our requests and concerns and implements solutions constructively," states Dr. Christian Bielefeld, member of the board at SIGNAL IDUNA, explaining the company's decision to go with BSI.

#### **Digital platform: A seamless 360° customer view and additional personalized customer journeys**

BSI makes up a homogeneous system environment to consolidate customer data and provides a 360° view of the customer information. Processes such as contract modifications handled in the field and in-house will be streamlined via workflow control. This approach reduces the time processes take, therefore lowering operating expenses, and facilitates on-demand customer support and efficient

sales control – across all service and sales units. With the customer history as the basis, sales and marketing can deliver automated yet individualized offers via customer journeys.

### **SDA service platform integration**

Integrating the open SDA service platform to digitize the Group's process and customer management in BSI is critical in this regard. Connectivity to the open industry platform and the associated platform concept gives SIGNAL IDUNA access to a powerful digital ecosystem with innovative technologies.

### **Next milestones have been set**

Since mid-2019, SIGNAL IDUNA, the parent company, has been running BSI in a pilot program at ten of its insurance agencies where user researchers closely monitor and evaluate the pilot. This agile project's further rollout continues in 2021 and is scheduled out over the next four years with an already established timeline: Additional sales units will be connected one at a time, and marketing and the contact center will be centrally integrated.

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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.

### **About SIGNAL IDUNA**

Today's SIGNAL IDUNA Group evolved from small support funds established by craftsmen and merchants in Dortmund and Hamburg in the early 20th century. It also comprises specialist insurers for civil service and offers a complete range of modern financial services, including, for example, homebuilding savings plans, real estate financing and investment assets. The Group's core competency is to provide coverage for all life risks private households are faced with and customized risk coverage for companies in the SME sector. The SIGNAL IDUNA Group generates a premium income of approx. €6.1 billion. It serves more than twelve million policyholders and has an equal number of policies issued.