

Signal Iduna relies on BSI to efficiently manage customer inquiries and maintain a 360° customer view

Baden, November 22, 2022 – **Signal Iduna is one of the largest insurance groups in Germany. The insurer is reacting to constantly changing consumer habits and the associated customer service requirements by introducing the BSI Customer Suite from the software company BSI. The central digital platform creates the basis for standardization, strengthening of cooperation and highly integrative processes, thus providing the basis for efficient and personalized customer service.**

Signal Iduna customers make their inquiries via various channels and expect a personal and timely response. In order to process these customer inquiries more quickly and efficiently, Signal Iduna decided on a technical solution with the CRM system from BSI. With the help of this system, the entire service infrastructure was improved and a future-proof platform for solving all customer issues was created.

A cross-divisional 360° customer view with the BSI Customer Suite

With the BSI Customer Suite, which is used both in sales and in the various service units in the office, existing processes can be easily linked and customer data can be made available to everyone involved. This enables a cross-divisional 360° customer view for all users. Thanks to the seamless integration of all communication channels, customers can communicate using the channel of their choice without any information being lost. In the future, the software will be used in all customer-related organizational units, which means that everyone involved will have the same information at their disposal. This will enable Signal Iduna to provide needs-based and efficient customer support across all service and sales units, as well as increased data transparency for all employees.

More productivity through Customer Loyalty Teams

While there used to be teams for different business types that were responsible for different customer inquiries, contact with customers will now be thematically assigned to so-called Customer Loyalty Teams (CLTs). This enables uniform support for all service points (contract, damage, service and sales). For example, one team takes care of all contract conclusions, another takes care of certificates and evidence, regardless of the insurance type concerned. The assignment of various inquiries that come in by e-mail, telephone or are forwarded internally from another department is largely automated with the help of a machine and skill-based routing of individual inquiries by third-party software. Orders are assigned intelligently and dynamically to the employees who can process

the case as conclusively as possible. Processing takes place via a division-neutral dashboard in the BSI Customer Suite. This offers a 360° customer view and information on the inquiry, as well as the option of processing it in the backend systems.

Introduction of the new E2E service infrastructure

The introduction of the BSI Customer Suite is just one component of the modern infrastructure at Signal Iduna that helped them to successfully transform their customer service. The insurer uses various products in the areas of input management, order management, voice portal and routing to process written customer issues and telephone calls. Other systems that have been integrated are the document archive, the current mailbox solution and the field sales portal. In February 2022, the first Signal Iduna employees started working with BSI CRM. Just six months after being introduced, they had already processed 60,000 written inquiries and 240,000 telephone inquiries.

"The successful implementation of the project and the rapid success were only possible thanks to the excellent cooperation and communication with BSI. All the systems, interfaces and the large number of teams involved led to a high level of complexity, which was successfully managed by and with BSI. Customer issues can now be processed more efficiently. Our employees and customers both benefit," summarizes Timm Krieger, project lead for the transformation at Signal Iduna.

Outlook

So far, several internal sales units and the independent sales department now work with the new system. In the next few months, other teams in the service units and in the field sales will start working on the new CRM system. At the same time, further functions are also being expanded: black box processing of inquiries, integration of data and the connection of other systems to standardize the processes. All these functions are combined in the BSI Customer Suite. This means that Signal Iduna now has a digital ecosystem with innovative technologies at its disposal that can be further developed as required.

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About BSI

With its BSI Customer Suite, the Swiss software company BSI provides a comprehensive platform for the digital transformation of customer relationships. It offers everything needed for an outstanding customer experience in the retail, banking, insurance and energy & utility industries. At the core of the innovation is the company's many years of industry experience. In the insurance industry, BSI is considered the market leader for CRM software, which 130 banks, insurers and trading companies use to reach around 27 million end customers across Europe. Founded in Baden, Switzerland, in 1996, BSI has about 400 employees and 7 additional offices in Germany and Switzerland. BSI's customers include companies and organizations such as ADAC, Signal Iduna and HDI and other market-leading companies throughout Europe.

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