Software company BSI joins CEX Trend Radar as a platinum partner

The CEX Trend Radar, which defines the most important developments in customer management, is expanding its community of experts to include BSI, among others.

Baden, October 20, 2021 – **The CEX Trend Radar, developed by Prof. Dr. Nils Hafner and Harald Henn, has outlined and categorized the most important developments in customer management for two years. This year, it is getting some important support: Three leading companies in the field of customer management are joining the CEX Trend Radar community, among them the software company BSI as a platinum partner.**

BSI, the Swiss software company for CRM and CX solutions, will be supporting the CEX Trend Radar as a partner company. The company has been passionate about software and has been a creator of customer delight for more than 25 years. Its corporate philosophy is a perfect fit for the basic idea behind the CEX Trend Radar. In addition to the other 50 or so experts, who study current trends and discuss their level of maturity, two customer management experts from BSI will now be part of the CEX Trend Radar committee.

"At BSI, we closely monitor societal and technology trends to meet market needs with our solutions. In this context, the CEX Trend Radar and the discourse among the experts in the community are very valuable, "explains Zeno Hug, Community Manager CRM/CX at BSI. Harald Henn, co-developer of the CEX Trend Radar, adds: "In recent years, BSI has shown that they have a clear vision in the banking, insurance and retail sectors, particularly in the customer experience area. BSI offers state-of-the-art, very practical solutions for turning data into customer relationships."

According to Prof. Dr. Nils Hafner, co-developer of the CEX Trend Radar, "I already worked with BSI and other partners on a study on customer touchpoints in banking at Lucerne University of Applied Sciences. That is why we are especially excited about this partnership.

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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 for more information.