

WWK uses BSI for the “WWK workplace of the future”

Baden, June 15, 2023 – **WWK Versicherungen, headquartered in Munich, is one of the most renowned insurance service providers in Germany. Founded as a widows’ and orphans’ fund in 1884, today more than 1.3 million customers place their trust in WWK and its around 1,300 staff. The complex variety of IT systems, many of which were already outdated, put a strain on the processes within the company and caused high costs. With the BSI Customer Suite, WWK wants to streamline its systems landscape, relieve the strain on its IT by migrating to the cloud, and establish a uniform platform for all interactions with customers and sales partners.**

One of the decisive factors in the move to a new IT solution was the desire to place both the customer and the sales partner even more at the center of the company’s own work – across marketing, sales, and service. In this way, WWK is moving far beyond the traditional understanding of CRM.

Customer proximity and industry expertise turn the scale

BSI and other market-leading competitors were in the final round of the selection process for the new solution. The Swiss company convinced the jury with its customer proximity and, most importantly, with its industry expertise: BSI’s standard solution already includes key functionalities, also with regard to regulatory requirements. In addition, as part of the so-called “Be Involved” approach, customers themselves can provide feedback on BSI’s industry solution, thus influencing the development of the software. WWK can now benefit from these optimizations from the outset and also participate in the further development of the solution.

A single platform for sales, marketing, and service

The standard version of the BSI Insurance Industry Cloud already addresses WWK’s ideas to a large extent. It enables WWK staff to access a consolidated and always up to date data base across all departments: It does not matter via which channel a customer or sales partner sends their information to the company, or which staff member accesses the data on which terminal device. Not only WWK staff, but also WWK’s own sales team, and potentially even affiliated brokers will be using the solution. In future, they will all access the same data base, allowing for seamless processes in customer contact. The basis for this is the BSI Customer Suite.

Master data management: expansion of collaboration already planned

“We intend to make our customer and sales processes even more consistent, service-oriented, and transparent on the basis of the BSI solution. To this end, we have successfully put into production a pilot, which will be expanded successively for further user groups. We are counting on a long-term, mutually beneficial partnership with BSI,” says Dr. Henri Siemens, head of WWK’s IT.

“We are pleased to be able to support WWK with our expertise in the insurance industry in serving its customers even better – in the sense of consistent customer centricity”, concludes Oliver Hechler, Community Manager Insurance at BSI.

BSI media contact

Contact

Charlotte Malz, +41 (0)417668633

charlotte.malz@bsi-software.com

BSI Business Systems Integration AG

Täfernweg 1, CH-5405 Baden

www.bsi-software.com

Media contact

Alexander Schultz, +49 89 62 81 75 18

WE Communications

aschultz@we-worldwide.com

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 & utilities 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 440 employees and 9 additional offices in Germany and Switzerland. BSI’s customers include companies and organizations such as ADAC, Raiffeisen Bankengruppe, Signal Iduna and PostFinance and other market-leading companies throughout Europe.
www.bsi-software.com