Aduno Group continues its cooperation with BSI

Private customer support at Viseca and business customer care at Aduno are based on BSI CRM

Baden, September 28, 2015 – **Following the contact center of Viseca Card Services SA, one of Switzerland's largest issuers of credit and prepaid cards, Aduno SA has now also chosen BSI CRM: as a complete provider of cashless payment systems, Aduno will look after its business customers with BSI CRM, which will replace the existing customer database as the master system for customer and contract data.**

Whether in the hotel industry, gastronomy, retail, the service sector, trades or online commerce: cashless payment systems are growing ever more popular in all sectors. Aduno SA is a competent partner for more than 20,000 business customers in bricks and mortar businesses as well as mobile and online, who rely on Aduno's expertise when using innovative terminal solutions and secure and easy payment without cash.

The software company BSI Business Systems Integration AG previously developed CRM projects for Aduno Group five years ago. The subsidiary and credit card issuer Viseca Card Services SA have used BSI's contact center solution for the past three years. In the future, BSI CRM will also manage customer and contract data as the master system for the sister company Aduno. The aim is to boost efficiency in the operative business with BSI CRM through intelligent, guided processes.

"Aduno will be able to configure processes in the future in BSI CRM to optimally manage and service business customers and their terminals. Staff will be guided through the ordering and support processes and benefit from a 360° customer view. In this way we will be able to improve both our efficiency and our processes," explained Santosh Ritter, Head Operations Acquiring & Terminals at Aduno Group. The software engineers at BSI undertook the implementation using the Scrum agile project methodology: "Specifications, implementation and test sprints run simultaneously. This enables us to make project progress tangible more quickly and to address employee requests," according to Anna-Nina Wille Simonetto, project team member and business analyst at BSI. The agile method also makes it possible to develop priority issues within the ambitious schedule and to continuously generate added value.

"Our project goals include more efficient procedures and improved service quality for our customers. I am convinced that we will achieve these within the scope of our tried and tested partnership with BSI," stated Gianluca Carducci, Head Risk & Compliance Management at Aduno Group.

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We develop software at the interface to the customer. BSI CRM, BSI's core product, provides simple processes with a 360° view of sales, marketing and customer service. With BSI Contact Center, BSI PoS, BSI Insurance, BSI CTMS, as well as special solutions, we offer focused products for any industry or task. The use of open technology (Java/Eclipse) guarantees efficiency, individuality and future security. More than 120,000 users profit from our software daily in companies such as ABB, Actelion, AMAG, Baloise Insurance, Swiss Post, ERGO Direkt, Lidl, Münchener Verein, PostFinance, Privatbank Metzler and Walbusch. Behind it stands the hard work of 214 engineers and project managers in Baar, Baden, Berne, Dusseldorf, Frankfurt am Main, Munich and Zurich. And anywhere you need us to be.