

## NÜRNBERGER launches BSI Insurance

### **One of Germany's largest independent insurance companies uses BSI Insurance for sales partner management**

**Baden, December 20 2018 – NÜRNBERGER Versicherung uses the industry solution BSI Insurance to manage its sales partners. By doing so, the broker champion emphasizes the great value it places on its independent brokers.**

NÜRNBERGER has stood for security and trust when it comes to insurance matters for over 130 years. It also offers its customers competent, personal consultation in the age of digitization. The company relies on BSI Insurance, the integration customer relationship management system (CRM) to optimally support its sales partners. "NÜRNBERGER was already one of the best broker insurers. With BSI Insurance we seek to manage our sales partners more individually and in a customized manner, and to offer them ideal support for their consultation services," explained Roland Weiss, Head Sales Service Brokers/Multiple Agents at NÜRNBERGER Versicherung.

#### **Seamless management concept**

BSI Insurance serves NÜRNBERGER Versicherung as an efficient tool for seamless sales partner management. The integrated solution combines a configurable 360 ° view with standardized management concepts which pay off with a sophisticated broker service and sales partner satisfaction.

The CRM system has already convinced other leading insurance companies, including RheinLand, ERGO, Bayerische, Gothaer and LV 1871. "With more than 20 years of experience in the insurance business, BSI offers us a marketing leading CRM standard that precisely covers our requirements," stated Roland Weiss.

"We are pleased that our insurance community is steadily growing. With NÜRNBERGER, we welcome one of the largest independent insurers among our valued insurance customer group," enthused Oliver Hechler, CEO BSI Germany and customer manager for insurance companies. The aim of our industry solutions is to offer customers user-friendly applications that meet their specific needs and to provide them with a competitive advantage with regular innovations: "NÜRNBERGER is already the most popular insurance company among independent brokers throughout Germany today. We

hope that the group will maintain this head start through use of BSI Insurance, and perhaps to even be able to extend it,” summed up Oliver Hechler.

#### **Contact**

Claudia Gabler, +41 (0)31 850 12 13, [claudia.gabler@bsi-software.com](mailto:claudia.gabler@bsi-software.com)

Claude Schuler, +41 56 484 19 20, [claude.schuler@bsi-software.com](mailto:claude.schuler@bsi-software.com)

BSI Business Systems Integration AG

Täfernweg 1, CH-5405 Baden

[www.bsi-software.com](http://www.bsi-software.com)

Everyone talks about digitalization – BSI lets actions speak for themselves. Software from us makes companies more successful and users happy. BSI CRM and BSI CRMS are among the leading omnichannel platforms on the market. What’s more, there are innovative applications such as the BSI Studio digitalization platform, smart industry solutions for retail, banking, health and insurance, as well as BSI Contact Center, our tireless customer contact assistant. And always present: 360° view of all data and authentic full service, from A to Z. Robust technology that convinces today and is ready for tomorrow and beyond. More than 120,000 users profit from our software daily in companies such as Actelion, AMAG, Baloise Insurance, Swiss Post, ERGO Direkt, Globus, Hermes, Lidl, Münchener Verein, PostFinance, Metzler Private Bank or Walbusch. Behind it stands the hard work of 310 engineers and project managers in Baar, Baden, Berne, Darmstadt, Dusseldorf, Hamburg, Munich and Zurich. And anywhere you need us to be.