MULTITALENT  How a skater hero role models innovation
MULTICHANNEL  How an insurance company uses all channels
MULTIFUNCTION  How customer service becomes an idea pool
Our products have a half-life of three years; the entire code is completely rewritten every few years. We analyze both the technical concepts and the technology. We don’t do this as an end in itself – well, perhaps a little, after all, we are only human – but also in order to be accessible on mobile devices or to make a better fit with our customers’ system environments.

How can we then not have our own value for innovation? Isn’t being innovative at the core of every IT company? We don’t think it is. We believe that innovation is the result of a company that thinks very much in the long term and necessarily invests in the future. Those who have mutual trust encourage ideas. A strict recruitment policy and flat hierarchies attract enthusiastic people. And last, but not least: the right and duty to take things on, to change them, to “do” is more important to us than having many good ideas, but then only paying lip service to them.

Innovation can be quite major, and obvious, such as in the form of new products or inventions. But it can also be quiet, somewhat boring, such as with incremental improvements in efficiency and ergonomics. Innovation can bring a company to the top and allow it to grow. However, innovation also represents a risk which must be handled conscientiously and in a targeted manner in close contact with customers. Some of the best ideas may have been hatched without customer contact, but the worst ones certainly were too.

Christian A. Rusche
CEO BSI

A skateboarder shows how innovation goes Complexity often leads to simplicity

BSI CRM Release 12.9 Ready for the multichannel future

Photo album Behind the scenes at BSI

Networking of channels Gothaer adapts to customer behavior

Innovation at the Post Customer service as idea incubator

Meet the team BSI interview with Dani Bühler
What does an Ollie have to do with innovation?

Rodney Mullen (born August 17, 1966 in Gainesville, Florida) is the world's best-known skateboarder. Crowned the Freestyle Skateboarding World Champion 36 times, he is considered to be the “godfather of street skating”. He invented countless skateboard tricks, including the “Flat Ollie”, “kick flip”, “dark slide”, “heel flip”, “360 flip” and a technique known as the “late flip”. Rodney, however, is not only a great skater who remains unbeaten today when it comes to flexibility and the range of tricks he can do. He also combines scientific knowledge with athletic ability to create something new. Rodney shared what companies and each one of us can learn from the skateboarding pioneer about innovation in an interview he made with students at the Lemelson Center for the Study of Invention and Innovation. In this edition of “meeting BSI”, we have compiled the core statements of his presentation for you, because Rodney inspired us. There are also a number of extracurricular champions at BSI, including surfers, snowboarders, kick boxers, national trainers and talented musicians, who contribute to the company with their extraordinary experience and knowledge. We are a creative melange that shares one thing – we all love what we do. And what we do, we seek to constantly improve, further develop and make even simpler.

Perhaps you are somewhat astonished to see that we have chosen Rodney Mullen, a skateboarding icon, as the cover feature of this issue of “meeting BSI”. Yet, there is a greater connection between Rodney and BSI than might be obvious at first glance. As a guest speaker at the Lemelson Center, the “Lord of the Board” explained what connects skateboarders and the open-source community, spoke of his personal benchmarks and what role communication plays in innovation. Let’s get out of our office chairs, hit the street and join Rodney Mullen in his playground.
What drives the community?

According to Rodney: “The community itself is extremely innovative. One of the reasons for this is because of its basic ethos. It’s very much about the open-source community. There’s something about authenticity. We skateboarders tend to be collections of people that really don’t belong to collections, we’re outsiders. Yet we seek a sense of belonging. The belonging comes on its own terms. And so the way we stand out within this community – because we’re all seeking to be respected, that’s a human need – and the way we do that is not with extremes. We don’t have metrics such as high and long jumps or like for cyclists where it’s measured in time. The metrics, in our sort of meritocracy, that determine who we are, is how we individuate ourselves by what we do and how we do it. How much do you stand apart as an individual by the way that you do the stuff that everybody else does. Maybe how you do it. Maybe where you do it. Maybe you recombine it. There are all kinds of ways. There is a pressure within how you earn respect. You earn respect by the degree by which you make yourself different. So what that does is to bring all these like-minded individuals who are trying to take the basic alphabet of what we do and expound it in ways that no one has ever done before. This is the inherent definition of invention.”

Where does innovation come from?

Rodney uniquely combines scientific curiosity and top athletic performance to develop something new: “I always had an interest in science and invention. We were doing little things, electromagnets, things like that. That was foundational for me, creating, having a little lab. On the other side, I was always into sports like baseball and karate, I did that for years. I was fairly naturally athletic. The combination of those was perfect for skateboarding and how I looked at it. Because skateboarding is physical, you could take it outside. But it was a way of constantly utilizing my surroundings. Jumping down curbs and over little drainage ditches. Little ways to invent new things and to entertain myself. The leverage, it’s all physics to some degree, it really is. Even the best skateboarders I know, they might not know the language but they have an intuitive sense of leverages and balance and symmetries.”

For Rodney, skateboarding is one of the most innovative cultures or subcultures there is and has had an overproportional impact on the other extreme sports, like snowboarding. “Snowboarders – when they do their stuff – are grabbing. Why would you grab your board? It’s locked to your feet. It’s because it’s in emulation of skateboarding. The rollerbladers, the bike guys they’re doing tricks we invented on skateboards. There are lots of reasons for that. Whatever it is, the physical nature of what we do, the mechanics of it, that lends itself to discovery. More so than having something tied to your feet, for example. We can start going through the iteration of tricks that they never could have done because of the nature of things. That’s it.”

The process that Rodney invented for himself to innovate varies. “There is no formula for the process that I use to come up with ideas. There are books and books filled with templates and formulas. Because people are doing their best to express how you create. But by its very nature it’s illusive and you can’t contain it. You can’t say this is how I do this or this is how the mind works. Everyone is different, depending on the nature of what you are and what you’ve already got inside your head. There are all kinds of moving variables. One of the most valuable things for me and how I practice today is learned it when I first started studying physics – is to break things into component forms. Everything in vectors and components. You start breaking things apart. You can simplify things. That is how I always look at skating, as a series of concatenated movements. I break tricks apart and then I look at those individual pieces and start to expand on all the related ideas. And as they become more ruffled and branched out then, okay, you digest that and you feel that. And you go to another piece and another domain. Maybe you want something on the side, maybe you throw it up, something on a ledge, maybe do it on a bank, do it rotationally. All those will educate you as they branch out on to a granularity. It actually has cousins; it has its own family tree. And when you create something new, like I said, most creations are never done squared center – like down the line of fire. You always see them in your peripheral vision. That is how they occur.”

start breaking things apart, simplify things. don’t look at the whole, look at the sub-pieces.
According to Rodney, some of the most influential innovations arise in new environments. “The context can change what we do. Therefore I question myself: How can I take that same trick to a different environment? I can’t take the same pool, learn and further develop a trick. I can also watch other guys do the basic movements. Some guys are standing on their boards like a tree. Just watching other skaters do simple tricks opens new doors and this helps multiply the possibilities to take skating much further. That is fantastic. By observing and optimizing simple techniques like ‘how you hold yourself to minimize motion’ allowed for the biggest advancements in skateboarding.”

No innovation without communication

Rodney enthuses and inspires millions with his modesty and drive to deliver excellence within the community. This enthusiasm is based not least on his talent for communication.

“It is definitely not because I am smarter. It is because I was able to communicate. I know the feel of something. A ton of guys know the feel of a skateboard better than I do. But because I could bridge it to the angles and to the basic design of something – to speak in engineering language – I was able to bridge that gap. That gave me a lot, it allowed for the pattern and the success of so much that we did.

Of knowing the feeling of being the guy who understands the feel of it and articulating it in a language that turns into angles, measurements and thicknesses and densities and things like that. Being able to bridge that gap is an incredible power when it comes to formalizing ideas and making them actually into innovations whether they are products or tricks.

A ton of guys may have the capacity to create things, when it comes to products. But they don’t have the feel. And tons of guys have the feel, but they can’t do the other. It is the simplest bridges that make all the difference when it comes to real innovation.”

When asked whether these bridges can be created with intent or if they can only arise organically, Rodney answered: “The creative process is to some degree directed and analytic. At the same time, it’s not completely that either. It is just a mixture. The most creative or ‘spontaneous’ people think ahead as well. The role of innovation is to recognize voids and bring together synergies from other ways of looking at things that other people don’t see. To make it more minimalist, if anything, making things simpler rather than more complicated. Like Apple, I guess Jobs is good at that.”

As a kid skateboarding, I was just desperate not to be judged but to express myself. That’s what drove me to skateboarding. There was a lot of outside pressure saying you are going nowhere and you are throwing away your life. There was always pressure. You were going to end up a bum. I was made to quit skateboarding for just that reason several times. To find myself here at the Smithsonian, with you guys interested in what I have done, is the furthest extreme and the greatest honor I can think of.”
BSI CRM Release 12.9 – the sleeping princess has been kissed awake

TEXT: CHRISTINE HINNEN

The current BSI CRM Release 12.9 gathers all the technical concepts that were started, and combines and finalizes them. It goes without saying that it again also delivers a whole series of advantages for our customers.

More independent, flexible and stable

BSI CRM now runs on various databases (e.g. Oracle, DB2 and Postgres), providing independence and stability. Automated tests (3,500 every hour!) of the complete software at BSI ensure even greater stability and especially for a well-documented code basis.

The new Release 12.9 also offers additional technical upgrades: Electronic and postal addresses are separated and internationalization is optimally supported with a new address logic. The new organization concept includes companies as well as clubs, groups and households. The representation logic was powerfully generalized. All these concepts add up to greater flexibility and enable BSI CRM to better adjust to the needs of our customers. A lot was also upgraded in the Contact Center, including the introduction of seamless (pivot) reporting and service lines as well as multilevel measurement of service level agreements.

The networked shop

BSI CRM’s multichannel strategy is finally complete with an entirely new module: Point of Sale. This is being implemented in tandem with our customer, Walbusch. On behalf of the fashion company, CEO Bernhard Egger accepted the User Group Award 2013 for “waking the sleeping princess, BSI PoS”.

BSI CRM perfectly implements the vision of multichannel and cross-channel. The end customer wants top service, and he wants it everywhere. He wants to make calls, write e-mails, go to the shop, contact his customer rep from home or click in the e-shop. He wants to be able to place orders anywhere, praise and, most of all, feel he is treated equally well everywhere. Ultimately, it is up to each individual company to decide which channels it wants to make accessible. BSI CRM now offers all channels with PoS.

BSI CRM Point of Sale runs on all popular cash register hardware, features very ergonomic user guidance for touch screens and article management, discount rules, cash register journal, scanner, receipt printer, payment terminal and everything else that a cash register needs, and much more, because it is a CRM cash register. All the company’s processes and services that are configured in BSI CRM and activated for the Point of Sale can also be started directly here. If the customer has a question or complaint or if he wants an out-of-stock article sent to him at home, this can be taken care of directly at the cash register. Would the customer like to have a catalogue sent to him at home, this is like operating instructions that are constantly being updated, and which are actively protected area. This means that the introduction and use of BSI CRM is not a dive into cold water – users move in a pleasantly heated environment – while adapting the software to meet their requirements, during rollout and especially in daily use. BSI Pool is like operating instructions that are constantly being updated, and which are actively co-designed by the users.

With Release 12.9, a development that began five years ago with 12.0 has been completed. All the goals originally set have now been met: multi-device, process engine, complete configuration by the administrator, release capability. And, last but not least, the former “sleeping princess”, the Point of Sale module, completes BSI CRM’s multichannel strategy.

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Whether in marketing, the contact center or at a sales outlet: what the customer likes to buy in his favorite shop can be viewed at any time, along with which catalogue he has received and, if applicable, when and where he made a complaint. The current version of the PoS module supports the classic Point of Sale, the physical shop. Future versions will expand the concept and ergonomics of the concept to webshops: the “Self-Service Point of Sale”.

Entering a new phase

A new phase is now being launched on this technically clean and flexible basis with BSI CRM Release 2014 under the motto: form and function. On the one hand, the optical appearance will be improved, made more ergonomic and designed more simply; while on the other, many new functions and tools will be implemented for each module and industry, which will make the user’s work easier and faster in both major and minor ways. Since BSI CRM is release-capable, these investments will deliver direct advantages to our current customers as well.
Surf and code

The first Swiss surfing film has been playing in theaters since March 2014. It tells the story of surfers who travel in search of perfect waves. Among them is BSI’s Albert “Bärti” Würsch. He has brought programming in harmony with his passion for riding waves at BSI.

BSI Christmas Dinner 2013

The Kornhauskeller | 14.3.2014 | Simply Berne | BSI gets together for its traditionally late Christmas dinner.

Nicolas’ Apps

Software Engineer, BSI

Duolingo (iPhone, Android & at duolingo.com, free)

“College-level language lessons with no fees or advertising” – this is achieved with an extremely innovative approach. To learn a new language, you translate texts from the Web, such as from Wikipedia. I refreshed up my Spanish with the app and was then able to manage in Peru and Bolivia. The only negative point: You have to be connected to the Internet.

Threes (iPhone & iPad, CHF 2)

An addictive puzzle game with a minimalist design, brimming with exquisite detail. The basic idea of Threes is simple: Two of the same number must be combined so that they can be added. The game is over once there are no further moves possible. It is entertaining and can be paused anytime and the game resumed later. That’s how iPhone games should be!

True Skate (iPhone, iPad & Android, CHF 2)

Skate like Rodney Mullen, but without scraped knees and broken bones. This is the most authentic skateboard game for smartphones. It’s a bit tricky at first, but once you get into it then it is loads of fun.
The insurance market is in flux. Customer behavior has permanently changed in recent years. And the process is continuing. The customer serves himself in a wide variety of channels when he comes to obtaining information or purchasing insurance. The Internet, and more recently, social media are playing an increasingly important role in the process. That is where the customer looks for initial information, compares offers and even signs contracts for simpler products online. “On the other hand, the customer still seeks advice from our experts for more complex products. And it is precisely this hybrid customer behavior that we are reacting to with our multichannel strategy,” according to Thomas Berg, Head of Sales Management at Gothaer. Insurance companies really do not have it easy these days. Even industry leaders like Gothaer are suffering from the raw winds of regulation and competition: The insurance market is stagnating. The reaping of existing customer potential through cross-selling is growing ever more important. New access channels and the customer’s preference for self-service are gaining in significance. This represents a challenge to the organization, as well as to around-the-clock consultation. Service is also suffering under changes into the software, connect its service center and further steps, Gothaer will integrate its campaign process into the software, connect its service center and offer Web-based self-services for private customers.

**360° customer care – on the road and at work**

Gothaer tackled this topic and recruited BSI as its CRM partner: “The multichannel and integration capability of the software spoke for the industry solution, BSI Insurance,” according to Thomas Berg. The simple user guidance and the functionalities in the standard version were also convincing. Independent sales representatives were involved in the evaluation process and significantly determined the decision. Staff found their footing in the solution right away. While the system appears to be very simple, it offers comprehensive options without overloading users with its functionalities. Employees appreciate the clear overview and that you can achieve your objective in just a few steps,” stated Thomas Berg.

**Customers and employees as innovation drivers**

“Never stopping to improve” is a fixed component of Gothaer’s corporate values. Employees, partners and customers all play a significant role when it comes to innovation and proactivity. “On the one hand, we observe the market very carefully and keep an eye on what sort of innovations arise in Germany and around the world. On the other hand, we regularly analyze our customers’ needs and requirements. At the same time, we also ask our customer reps, who have direct contact with our customers, as well as our partners among the brokers. On this basis, we constantly further develop our products and service range,” according to Thomas Berg. The multichannel strategy is essential for the experts, but also represents a challenge for the organization and people: “When it comes to multichannel sales, many sectors are interlinked. The main challenge is to integrate everyone involved, to clearly define the many interfaces, to assign responsibilities and to design the necessary processes. A very important component here, of course, is the supporting software, as well as the training of everyone involved. We believe in lifelong learning and place great value on the constant further development of our employees. Towards this end, we have many internal offers, and also rely whenever necessary on external seminars and training resources.”

**Change is a constant presence**

The insurance industry is constantly being confronted with new challenges through legislation. As a current example, Thomas Berg named the European SEPA project, in the scope of which payment transactions in the EU shall be standardized with new account numbers and bank routing numbers. “We had to invest a seven-digit sum and keep a large team busy for months just to adapt our system to these new rules and to inform our customers about these changes.” The next major issue for the insurer is called Solvency II. “This mainly involves modified capital requirements, which places many new rules upon us in terms of capital investment. The major challenge – which we have been able to master very well so far – is to still generate good earnings for our customers,” explained Thomas Berg.

Yet all this is no reason for the well-experienced insurance expert to stick his head in the sand or to sink in self-pity. Quite the opposite is true. “To be able to play an active role in the changes in insurance sales arising from multichannel sales is quite a thrilling task and a great opportunity for both our employees and company. With proactive concepts and innovative ideas, we now have the opportunity to play a pioneering role in the industry,” Thomas Berg concluded. His stated goal is to leave the competition and the isolated channels behind with the multichannel strategy and to attract customers with added value through solution-oriented consultation.

**Gothaer says good-bye to isolated channels**

The insurance customer 2.0 is not easy to grasp. He is informed and independent, jumps back and forth between the Web, mobile apps and social media and seeks out the best solution for himself on his own. Gothaer views this lasting change in customer behavior as an opportunity and is adapting its sales accordingly. This means good-bye to divisions and channels and hello to the multichannel sales of the future!
“YOU CANNOT CONTROL THE WIND, BUT YOU CAN ADJUST YOUR SAILS.”

Viking saying

The input and ideas from his team are extremely valuable to Jean-Luc Moretetti, Head of Customer Service at the Post.

The Swiss Post has implemented active innovation management. Is Customer Service able to profit from this commitment?

We not only profit directly from the company’s innovation management by upgrading our services, we are also able to actively co-design this dynamic. I am pleased to be able to say that both Management and my team fully live up to and support this commitment. This is not something that goes without saying. It is very important to me to convey and reflect this in my organization in an exemplary manner.

An open innovation culture is the most important basis for continuous further development. How do you encourage idea management in customer service?

The most important prerequisites are promoting confidence, strengthening key competencies, involving employees and keeping the organization dynamic. We established an ideal platform for involving employees in the development of our customer service three years ago, called “Café Débat”. These rounds of discussion take place on a voluntary basis and are very instructive and successful. Many needs and improvement suggestions have already been implemented with this framework.

What innovations have arisen from “Café Débat”?

We launched six action fields in follow-up to the first session. We have made the working hours model significantly more flexible and made planning possible according to preferences. We also defined a new development model. This enables agents to further develop themselves after 12 to 18 months. Our ISO 9001 and EN 15838 certifications have led to an improved image of Customer Service within the Post, as well as a sustainable and continuous quality consciousness. In addition, we have developed a company health management program and a new education model with which we can provide training more effectively and in line with needs. This helps us to remain agile. Our professionalization process is indispensable to our Customer Service today.

Speaking of processes: Last year, you chose BSI Contact Center as your new Customer Service Solution. What processes have since been improved?

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We came from a system in which the processes were not guided. The agents had to keep everything in their heads or look it up. We first had to pour all the knowledge into processes and create a sequence — what do I have to do first? What is the next step? This involved a great deal of reflection and conceptual thinking. We have already implemented around 2,000 process instructions. The widespread acceptance at the beginning was followed by valuable suggestions for improvement. We take these very seriously. In the end, what we want is for our employees to be satisfied and for them to optimally support the system.

Why did you evaluate a new contact center solution?

We were confronted with stability problems, functionality limitations and greater complexity. Moreover, we saw no way to integrate our Post-wide workflow system for inquiries and customer reactions into the system we had back then. For this reason, we commissioned an analysis in which we compiled our current situation, our needs and expectations for the platform. The results revealed improvement potential and new perspectives. Therefore, we had a proof of concept created with the processes which occur most frequently in Customer Service. Our employees were involved in the evaluation process and subjected both the existing system and BSI Contact Center to a performance test. In the end, it was clear that we would be better off with the BSI solution.

What challenges confronted you?

The major challenge was switching from one work philosophy to a new one. We came from a system in which the processes were not guided. The agents had to keep everything in their heads or look it up. We first had to pour all the knowledge into processes and create a sequence — what do I have to do first? What is the next step? This involved a great deal of reflection and conceptual thinking. We have already implemented around 2,000 process instructions. The widespread acceptance at the beginning was followed by valuable suggestions for improvement. We take these very seriously. In the end, what we want is for our employees to be satisfied and for them to optimally support the system.

Employees are important providers of input. How important are customers when it comes to improving services?

With process support, we can make changes faster, which has an immediate impact. Post customers can enjoy higher quality as a result of rapidly accessible knowledge and an integrated workflow engine. In terms of customers, we can better evaluate the necessary processing steps through improved reports on the reasons for calls. This lends us agility when it comes to improving certain issues early on in the process and to offer our clients greater transparency about our services and to undertake potential improvement measures.

What statistics do you consider to be superfluous and what key figures do you like to replace them with?

As you know, Contact Center is guided by numbers, which could be seen as a paradox if you consider that our primary task is to communicate with people. Hence, we have a lot of – too many in my opinion – statistics for evaluating an employee’s performance. However, I don’t think that these are superfluous, but that the appropriate key figures that better mirror the performance of an employee are missing. There is still progress to be made here.

If your team was to receive a large sum of money from the Innovation Fund, what service innovation would you implement first?

Money isn’t the answer to everything. In that sense, I would purchase time and resources to implement all the valuable input that we receive in Customer Service.

BSI Contact Center has now been in use in the Post Customer Service for 100 days. Have you already been able to tally up some initial successes? Without a doubt! The simple solution means that our new employees become productive more quickly. It only took us a month of operation to see that we will achieve both our project objectives and our business goals. We were also able to attain significant savings with licensing and operating costs. Another success is the pleasure with which staff has accepted the new system. We are still in the learning and consolidation phase, but you can see that the figures are improving month on month.

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When the wind turns in the direction of change, you cannot remain in a safe haven for long – it is better to do as the Swiss Post does, and set your sails. It anticipates its customers’ needs with targeted innovation management and sets the right sail in every sort of wind with appropriate products and service innovations. They also strive to remain “ideally trimmed” when it comes to customer service. Jean-Luc Moretetti, Head of Customer Service, spoke in an interview about agility in customer service and the contribution that each individual employee can make to the company’s future.
Dani Bühler
Born in: Lucerne
Birthday: April 1, 1968 (no joke)
Astrological sign: Aries
Diploma: Electrical Engineer (HTL)
Lives in: Lucerne
Works in: Baar
Current projects: Several customer projects and technical infrastructure for BSI

Rodney Mullen combines his scientific knowledge with athletic ability to create something new.

How do you proceed?
I take everything apart and then reassemble it. I have my own bicycle workshop at home and repair my own bikes. I also “take things apart” in my photography. When photographing, it’s important to me to be able to set everything manually. Automatic mode limits me too much. That’s why, when I go hiking, I often have my light-field camera with me. With this kind of camera I can adjust the focus anyway I want later.

What is really “new” for you?
Besides a new kind of idea, I think implementation is an important component. In the last issue, we got to know our value “We do it”. I think that this powerfully correlates to innovation, because something new can only be created if you do something. And something aesthetic can also be very innovative to me. You always notice that something is innovative when a light goes on and you ask yourself: “Why didn’t this exist earlier?”

How do you see yourself as an innovator?
I have the ability to recognize when something is faulty and/or can be improved. While I have a very poor memory for names or words, I notice everything that has a certain pattern or is in a specific context. This ability enables me, for example, to very quickly recognize errors in software codes. I am also very interested in past innovations and use them as inspiration. For example, I can get enthusiastic about a 100-year-old steam snow plough or the many structures built by Gustave Eiffel in France.

Do you think that your upbringing or your education has influenced your inventiveness?
Yes, I think both have had an impact. As a trained electrical engineer, I certainly have a certain flair for “inventions”. Even as a young boy I always took everything apart because I wanted to know how it worked. But my father also influenced me along the way. He built his own house and his own sailboat. I also bought and renovated a house at the age of 32 and we still have that sailboat in the family.

You get most of your new ideas while riding your bicycle. Why is that?
It’s a known fact that physical activity stimulates not only the body, but also the mind. Hence, while I am riding home on my bicycle I process everything that has happened that day and have enough time to think about things and come up with new ideas. I write the ideas down as soon as I get where I am going.

And how do you go about implementing those ideas you choose to act upon?
I use the “time boxing” method. This involves setting aside a fixed period of time for each idea. If the deadline passes before I can complete it, then I let it sit and dedicate my time to something else. The solution usually comes to me spontaneously later on. By the way, I am attempting to also establish this method in BSI projects.

How do you share your experience with others?
I share important information or experience at BSI through the internal Wiki, so that everyone can access it. I am not otherwise active in forums and such. I prefer to exchange information face to face. That is also why I am not on Facebook.

You have been with BSI for 12 years. What do you do here?
Everything (laughs). I see myself as an integrator who, for example, networks our different locations, repairs computer network components, sets up mail servers and connects them with BSI CRM – both for us internally and for our customers. I do everything from software architecture, to bit count.

What do you like most about BSI?
BSI offers me the opportunity to be “innovative”. If something bothers me, then I can, and should, do something about it. Even if certain innovations may individually only seem to generate costs; they usually pay out for the entire company in the long run. BSI facilitates this farsightedness.

What goal do you have at BSI?
I don’t have a single large goal, but always have many new small goals at BSI. This means it is never boring for me. That’s why on the magnetic wall, where all the portraits of the BSI staff hang with their favorite expressions, mine says “I love diversity.”

What does the BSI value “We are craftsmen” mean to you?
I can really relate to this value. I don’t think much of stock market speculations and I think that you have to “work” for your money today. Nothing else can be sustainable.

The T-shirt you are wearing today has a single word printed on: Amplifier
What do you want to signal with it?
I think this T-shirt maker’s concept is brilliant. The way you can make an entire statement in a single word, can make people think and also spark a simple conversation. Besides the word itself, I am fascinated by the interaction of color contrasts and the small editions.
“Plunged in yet?”

As a customer, you profit from the knowledge and dialogue pool, which makes it easier to work with our software. Do you have a question about a specific function? Would you like to receive first-hand information about new features? Or perhaps you’d like to share your experiences with other users? The solution is just a mouse click away.

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