CLOSED LOOPS  Redefining architecture and living
ENTHUSED CUSTOMERS  Scoring with proactive service
NETWORKED  Combining all threads in one CRM solution
“WE CAN DO A LOT, BUT NOT EVERYTHING.”

Our partners are our customers: we enjoy working together with their IT departments. We complement each other, offer good solutions for our mutual end customer: the users. We appreciate other partners who balance out our weaknesses.

“All organisms must be included in an ecosystem. One that is missing makes the existence of the others impossible.”

Marco Steinberg, founder of Snowcone & Haystack

Celebrate life Closed loops in architecture

BSI CRM ecosystem When departments profit from one another

Seamless Comprehensive customer view at Münchener Verein

Systematic Better leads at Baloise Insurance

The greater whole How Verena Kuhr experiences the BSI ecosystem

We must plant the sea and herd its animals using the sea as farmers instead of hunters. That is what civilization is all about – farming replacing hunting.”

Jacques Cousteau, 1979

A blog about vertical sea gardens* inspired me to view customer relationships from an entirely different perspective. Jacques Cousteau’s proposal to sensibly manage the world’s oceans – neither to exploit them nor to place them under complete protection – caused a shift in my thoughts about the customer-company relationship.

Instead of undertaking a short-lived hunt for individual customers, businesses should choose the more long-term and joyful strategy: to nurture and care for their customers in the spirit of partnership. And to stick with the ecosystem analogy, salespeople profit from the seeds that marketing sows; key account managers and service employees strengthen and deepen the relationships that arise. And everyone harvests the fruit of the hard work together.

This loop system cannot be considered small-scale today. External factors exert an influence: new concepts and technologies change the relationships, other players enter the game, bend the rules. We have taken a close look at this dynamic in the keynote article. Two mavericks from the worlds of chemistry and architecture share their experiences with us on page 4. Just how BSI CRM follows the rules of the ecosystem can be seen on page 10. Both customer reports place the customer at the center of the fascinating cycle of becoming, being and starting anew.

Do you share my train of thought? I look forward to your feedback!

Catherine B. Crowden, Editor-in-Chief of meeting BSI

* bsi-software.com/ocean-farmer
From cradle to cradle

If the lack of one thing makes the existence of another impossible, then this is referred to as an ecosystem. This does not only apply to nature, where the term originates, the field of architecture is also dedicated to interesting loop systems that celebrate life.

“WE SHOULD DEVELOP PRODUCTS AND PRODUCTION PROCESSES FOR WHICH WASTEFULNESS IS NO LONGER A PROBLEM.”

Prof. Dr. Michael Braungart, process technician and chemist

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“IT IS NOT A MATTER OF DOING THINGS LESS POORLY, BUT TO DESIGN PRODUCTS RIGHT FROM THE BEGINNING SO THAT THEY ARE NOT AT ALL HARMFUL.”

Prof. Dr. Michael Braungart, process technician and chemist

Prof. Dr. Michael Braungart is a process technician and chemist. He is dedicated to research and consultation for eco-effective products – products and production processes in a loop system that are not only harmless to people and nature but beneficial. He is the founder and scientific director of EPEA Internationale Umweltforschung GmbH, as well as co-founder and scientific director of McDonough Braungart Design Chemistry (MBDC) and the Hamburg Environmental Institute. He also heads Braungart Consulting.

If the lack of one thing makes the existence of another impossible, then this is referred to as an ecosystem. This does not only apply to nature, where the term originates, the field of architecture is also dedicated to interesting loop systems that celebrate life.

Useful instead of less harmful

Traditional approaches involve reducing negative consequences. Braungart has about as much respect for this as he does for the term sustainability: “Sustainability is backward-looking and boring!” He advocates the case for eco-effectiveness: the optimization of positive impacts. “It is not a matter of doing things less poorly, but to design products right from the beginning so that they are not at all harmful,” stated Braungart. What happens once the product has been used should be considered during the production so that all the materials used can be reused afterwards or can be composted without harmful residues.

Braungart asks: “Why shouldn’t the facade of a building or the paint used inside it also cleanse the air?”

Honoring the human footprint

Together with the architect William McDonough, Braungart developed the cradle-to-cradle design concept, abbreviated to C2C. Instead of “from cradle to grave” and a doomsday mood, Braungart conveys the zest for life and invites us to celebrate the human footprint – not to minimize it. He encourages us to turn around our blame & shame way of thinking. It is based on our religious-Calvinistic upbringing: humankind is bad; the best we can do is to be a bit less bad. “The goal cannot be to harm future generations. I want to be useful!”

Nature has produced for millions of years completely inefficiently, yet quite effectively. A cherry tree produces thousands of blossoms and fruit without impacting the environment. Actually, quite the opposite is true: as soon as blossoms and fruit fall to the ground they become food for animals, plants and the surrounding soil,” according to Dr. Michael Braungart. The process technician and chemist uses this example to explain the fascination of the natural ecosystem. It is a system of excess. There is no sign of frugality, austerity or reduction, on the contrary: waste material here becomes food. He thus contradicts the often quoted notion of sustainability, which he calls “not particularly attractive and also inexpedient.” He has a different vision: he would like to develop products and production processes for which wastefulness is no longer a problem. It should be completely harmless for people and nature. And what’s more: humankind should be useful for other material cycles through what it does.

The new municipal administration building in Venlo in the Netherlands was designed according to the principles of the cradle-to-cradle closed-loop economy. The building was designed to not only be sustainable – in other words, “less bad” – but even makes a positive contribution for people, the environment and the economy (photo: Jef Desse, Gemeente Venlo).
The ecosystem challenge

Marco Steinberg, Head of the Snowcone & Haystack think tank in Helsinki, also suffered this painful experience. In 2008, he was in the middle of a project to plan a CO₂-neutral city district in Helsinki with 200 apartments, offices and stores, which ultimately was never built. “It was more than just a matter of building technology, but rather a new lifestyle,” reminisced Marco Steinberg. Along with his team, he is dedicated to design-oriented cities. Like Braungart, he espouses the approach of entirely rethinking what exists and not just increasing the efficiency of the existing. “Many of the existing eco projects are still in pilot status or have weaknesses: either the vision is unrealistic, the materials used are not really sustainable or the logistics have not been thought through to the last detail,” stated Marco Steinberg.

Cities in Europe cannot be re-planned from the ground up, but must be developed in the right way from a long-term perspective. “The societal trend is moving in the direction of reduced square meters, open-space and green buildings, thus towards sustainable architecture and usage,” according to Marco Steinberg. The expert in urban planning knows that a real estate portfolio that does not consider these trends can literally become toxic in the future. “Market pressure is rising,” according to Marco Steinberg. And at the same time, he emphasizes that such concepts cannot yet be measured by any reference models.

Paradigm shift and adjusting the framework

The closed loop thinking of ecosystems contradicts the real estate industry’s traditional KPIs and the current investment logic: up front investments are higher while the costs for usage and maintenance are lower. Smart insulation and multi-paneled windows, for example, reduce the size of the heating system, which in turn creates more rental space while at the same time reducing operating costs.

“In Finland, the legal framework first had to be adjusted, for example, when it came to the mixture of private and commercial usage and commercial wooden construction,” Steinberg explained. Construction laws also had to be adjusted to establish wood as a strategic alternative to concrete, which was not an easy task because there was a strong prejudice against wood as a building material in Finland.

And ultimately an emission-free way of life and living also requires a change in behavior of each individual. Such a change, according to Steinberg, should be supported by installing screens in each apartment and office that display the real-time consumption to make residents conscious of being more careful when using energy. “Carelessness can often be attributed to an information gap,” according to the pioneer.

“A PROJECT LIKE THIS CHANGES THE MARKET RULES. THAT IS A VERY COMPLEX UNDERTAKING FOR WHICH ONE NEEDS TO TAKE A LONG, DEEP BREATH.”

Marco Steinberg, founder of Snowcone & Haystack

Changing market rules

A team of experts analyzed the city district from all facets that are requisite for a smart ecosystem: from energy production to waste disposal, self-sufficient production of food, flexible architecture. “A project like this changes the market rules. That is a very complex undertaking for which one needs to take a long, deep breath,” Marco Steinberg sums up his interim conclusion.

Despite expertise in every segment and an independent fund with a long-term investment strategy, the project ultimately failed due to a mundane issue: the investors’ profit expectations. “The doctrines and ideologies of the CFDs are based on the old investment logic,” according to Marco Steinberg. What he learned: “All organisms must be included in an ecosystem. One that is missing makes the existence of the others impossible. And you need to be a bit crazy to embark on such an adventure.”
A city as an ecosystem: Masdar City

Both European pioneers were not as fortunate as their counterparts in the Middle East, where entire new cities which are planned on the drawing board arise from the sand. What you are reading here is not merely ecological science fiction, but CO₂-neutral reality: a city in the emirate Abu Dhabi shall become for climate protection what Silicon Valley is for the high-tech and IT industries – a city of science, a global role model, a pulsing center of an eco-efficient way of life.

In 2008, awareness of the finiteness of their primary export commodity led to the construction of the world’s first eco city in the desert on the Persian Gulf. The first companies and the university campus shall move in this year. The city shall ultimately house 50,000 people by 2025. It will be a new home that is far different than anywhere else.

In 2008, awareness of the finiteness of their primary export commodity led to the construction of the world’s first eco-city on the desert in Abu Dhabi. The city shall ultimately house 50,000 people by 2025.

The city’s strict sustainability approach is aimed at providing a global ecological role model. This includes consistent recycling and upcycling as well as water supply with a solar-operated desalination plant. Treated wastewater is used to water gardens and agricultural spaces, and companies and residents shall be supplied entirely with renewable energy. Masdar’s solar energy plant – the world’s largest with a 100 MW capacity – is supplying sufficient energy for the new city even during the construction phase.

“THE SYSTEM MUST BE A CLOSED LOOP TO OBTAIN A REAL BENEFIT.”
Marco Steinberg, founder of Snowcone & Haystack

A city from the drawing board as an ecological role model

Cars that burn fossil fuels are not permitted in the city. The so-called Personal Rapid Transit (PRT) network offers an alternative. The electric cabin transporters offer room for six people and are programmed for 1,500 different destinations which are driven automatically. There is no point in the city that is further than 200 meters from a PRT stop.

And the residents of Masdar need not sweat even without energy-hungry air conditioners. The architects Foster+Partners from the UK are using traditional Arabic urban construction techniques: buildings not only provide shade along the public roads but also shade one another. Fresh air corridors and parks are spread throughout the building spaces and should reduce temperatures by 20 degrees Celsius in comparison to nearby Abu Dhabi. The coolness from underground is also being used for air conditioning.

Summary: strive for a closed loop instead of reducing impacts

First: Whether it involves a product, building, city district or a city – ecological systems are possible both on the small and large scale. The system must be a closed loop to obtain a real benefit. The aim is that at the end of the product’s life there is no unrecyclable waste or downcycling (cradle to grave), but instead a new beginning (cradle to cradle).

Second: A lot helps a lot! According to Prof. Dr. Braungart’s eco-effective approach, we should improve our industries so that nature- and environment-supporting products and processes are possible. We shouldn’t aim for the reduction of our footprint, but for how this footprint can be set up as a never-ending, supportive source for natural systems.

And last but not least: real innovation can only arise when the existing is reconsidered and not just efficiency raised.
Meet the product

CRM ecosystem – how departments profit from one another

TEXT: MELINA MERKLE

BSI CRM functions like an ecosystem: it networks all employees and systems within companies. Data is the lifeblood of this ecosystem, while employees are the living beings. They supply the ecosystem with data and know-how, which they process, use and exploit. With the aim of serving customers.

Guided processes – not just in customer service

BSI CRM guides users through processes step by step – whether this involves complaints, follow-up questions, outbound, marketing or sales. Processes can be started everywhere and by anyone. Sergio, a customer service employee at Volta Superbikes, loves the guided processes. Hardly any customer can put him off his stride. He has all the information available to him about the process, the product and the company at a glance. This also goes for the customer’s entire history. He can easily provide information to the potential customer Lena Meier.

Comprehensively serving customers

And because everything is logged centrally in BSI CRM, everyone has a comprehensive picture of the customers – including Vicky in the Volta Superbikes sales department. In the “Work” view she instantly sees what awaits her today: her appointments and assignments, which data records were changed and more. Today, she will show the new superbike to Lena Meier, who will take it for a test ride. A glance at the 360° view of the potential customer shows that Lena Meier asked customer service a question about the battery.

Accurate marketing

While marketing requires a great deal of customer data, it also generates a lot. Marta at Volta Superbikes uses the data in the system to compose mailings to existing customers, to send newsletters but also to identify opportunities and to then transfer them as leads to the sales department. She appreciates the personalized landing pages – for signing up for test drives for example – and that the reaction of customers like Lena are automatically recorded in BSI CRM. She can easily reuse this data – for follow-up actions, to trigger processes or to check the effectiveness of campaigns.

Data for strategic business decisions

With a central and networked CRM, all data flows together in one system – and can be evaluated. This impresses Manfred, Manager at Volta Superbikes. Each day, he checks the crucial statistics, which are customized for Volta Superbikes. Graphic charts provide him with a quick overview of the sales performance. He also sees which issues frequently land in customer services, and can improve the process accordingly. The comprehensive controlling and the reports provide him with the basis for strategic business decisions, product development and product management.

A functioning ecosystem

The comprehensive customer service at Volta Superbikes functions as well as it does because everyone works together and because BSI CRM bundles all customer data and all knowledge. The system is open to the outside world – with all interfaces, touchpoints and channels that are important to the company. And, like an ecosystem, BSI CRM is also further developing. For example, in the coming feature & service releases for Indigo, social networks and portals will be integrated. This is because, as an ecosystem, BSI CRM is not only open and complex, but also dynamic. It grows and adapts itself to changing environmental influences and new requirements. To perfectly serve customers like Lena, and employees like Vicky, Sergio, Marta and Manfred in every situation.

Clever, smart customers

Lena Meier is a motorbike fan – but does not yet have one. She has done her research online and knows very specifically what she wants. She had a question about the battery on her dream bike, and contacted customer service about it. Sergio competently advised her. She signed up for a test drive through the website and is now looking forward to riding the new bike.

May we introduce you to Volta Superbikes? The fictitious company sells powerful e-motorbikes. Having a direct line to their customers is important to them. While Sergio, Vicky, Marta and Manfred work in different departments, they work hand in hand. They use BSI CRM as a central system and thus profit from a comprehensive view of their processes and customers. Among their customers is Lena.
Review & Outlook

We look back at the last BSI CRM User Group Meeting with pleasure. Once again, the meetings with our customers were a lot of fun for us, while also providing valuable suggestions for further improving our software and services. We thank the participants for their enthusiasm and input at the workshops, the best practices and discussions – and we are already looking forward to the next User Group Meeting.

We don’t want to reveal too much about the program. But we will say this much: with our big “Gemeinsam BSI” (Together BSI) anniversary conference we will be bringing together customers from our all business fields: BSI CRM, BSI CTMS, Insurance, Scout and custom software. And we will celebrate – because BSI is turning 20 this year. Mark November 16 and 17, 2016 in red in your calendar now.


Nicolas’ apps
Software Engineer, BSI

The “Moment” app monitors smartphone usage and then depicts it as attractive graphics. It’s an app for all those who have the feeling that they spend too much time on their smartphone and would like to reduce this. It does demand some battery power. But the aha experience – it makes you realize how often you really use your iPhone – makes it entirely recommendable for brief usage.

Plague Inc. (iOS, Android, CHF 1.–)
A strategy game for hobby microbiologists. Help a virus (bacteria, fungi, etc.) to spread, become resistant and mutate. The goal is to wipe out humankind before a cure can be found. While this game appeared a few years ago, the issue of the Zika virus and others make it topical again, and the disease models used are very realistic.

Kanji Teacher (iOS, free)
An app created by Christian Rusche (BSI product developer) to help learn Japanese written characters: 2000 Kanjis, and all Hiragana and Katakana. In addition to reading, writing the characters can also be practiced, which is a very impressive feature. Chris implemented the app in the new Swift programming language from Apple.
Münchener Verein was again awarded the German Service Prize in February 2016. However, the insurance company is not about to rest on its laurels; on the contrary: the direct sales contact center team, headed by Gudrun Neumann, is constantly working to improve the customer experience and to optimize efficiency. Münchener Verein replaced its existing CRM solution as the first step: “The former technical infrastructure was not contemporary. Neither the user interfaces nor the processes were suitable for direct sales. Efficiency and transparency were lacking,” said Gudrun Neumann looking back. Her staff had to operate different systems and programs. There was no comprehensive view of the customer. The manual efforts led to time losses and errors. The procedural integration capacity of the system had also reached its limits. Maintenance time and expense were also to be reduced. While searching for a standard solution that met the requirements of direct sales in Münchener Verein, the insurance company came across BSI CRM – and, after a careful evaluation, chose BSI as its CRM partner. “BSI CRM provides us with a contemporary interface for setting up and looking after prospects and customers. Along with a clear depiction of all relevant data, the solution also provides a gapless contact history,” explained Gudrun Neumann.

Gudrun Neumann, Contact Center Head for Münchener Verein, is passionate about the topic of direct sales. She knows how greater efficiency can be achieved with multichannel, fully automated or guided processes.

“The greatest benefit is the gapless contact history”

Text: Claudia Gabler

Gudrun Neumann, Head of the Direct Sales Contact Center

Automated processes deliver efficiency

Another argument in favor of BSI CRM was: “BSI CRM is highly integrative and supports the optimizing of working processes throughout Münchener Verein,” according to Gudrun Neumann. Especially interesting in this regard are fully automated processes which boost management efficiency. Where, for example, paper applications were once printed locally, placed in an envelope and mailed, today documents run conveniently through the central printing system. Direct applications are also scanned in automatically and made, so to speak, palatable for the contact center employees. This simplifies the working procedure – and makes it essentially more efficient. The direct sales team was also able to improve the efficiency of outbound campaigns. “Shortly after introducing BSI CRM, we recently carried out an extensive outbound campaign for existing customer care and introduced our new product. BSI CRM offers all the necessary options here for data imports, processing, process-integrated scripts and guidelines and more. The reactions and any necessary additional information are recorded in the campaigns. The valuable information can then be found in the customer’s contact history,” explained Gudrun Neumann.

Great acceptance after initial skepticism

“Although there initially were major fears, staff quickly recognized the added value provided by the new CRM solution,” according to the insurance field expert. Direct sales employees today appreciate the contemporary, standard interface and gapless contact history. “Escalation levels mean that customer concerns are always handled in a timely manner. Distribution takes place across teams, while the working procedures are clear and comprehensible.”

The team uses BSI CRM in inbound and outbound, for classic mailing campaigns with direct applications and for e-mail marketing.

 Added value for customers and companies

After nearly a year of using BSI CRM in direct sales, Gudrun Neumann summed up: “The greatest benefit is the gapless contact history which enables us to individually look after our customers.” The company benefits as well: “The optimized processes are our most significant gain in efficiency. And we are also completely satisfied with the easy administration and automated reporting,” stated Gudrun Neumann.

“BSI CRM is highly integrative and supports the optimizing of working processes.”

Gudrun Neumann, Head of the Direct Sales Contact Center

“WE ARE COMPLETELY SATISFIED WITH THE EASY ADMINISTRATION AND AUTOMATIC REPORTING.”

Gudrun Neumann, Head of the Direct Sales Contact Center

“THE GREATEST BENEFIT: THE GAPLESS CONTACT HISTORY ENABLES US TO INDIVIDUALLY LOOK AFTER OUR CUSTOMERS.”

Gudrun Neumann, Head of the Direct Sales Contact Center

Gudrun Neumann heads the direct sales contact center at Münchener Verein. She knows how greater efficiency can be achieved with multichannel, fully automated or guided processes.
The insurance market is in flux. The increasing demands of customers also increase the demands upon customer service representatives. The quality of customer care and consulting becomes central when it comes to winning over the hearts of customers and keeping them beating faster in the long term.

Reorientation in field sales

To be able to meet the industry’s rising competitive pressure, one needs to look after existing customers and prospects with particular care. Baloise Insurance considers a central CRM system as essential and launched a comprehensive change project for its field sales. The introduction of BSI CRM is part of this project. “In the Baloise field sales, there was great pressure, one needs to look after existing customers and prospects with particular care. Baloise Insurance considers a central CRM system as essential and launched a comprehensive change project for its field sales. The introduction of BSI CRM is part of this project. “In the Baloise field sales, there was great potential for a sustained increase in productivity, since neither a standard consultation process nor a systematic lead management existed,” reminisced Christian Sterr, CRM Project Manager at Baloise.

Furthermore, a very fragmented and heterogeneous IT environment hindered the work of field sales staff. At the same time, management was lacking the relevant information for systematic supervision.

“Fewer, yet qualitatively better leads”

Before the introduction of BSI CRM, the insurance company used various isolated solutions for the generation and processing of leads. Now all three lead sources (contract renewals, campaigns and manually entered sales opportunities) are depicted in one system with a standard process, which powerfully increases transparency and efficiency in field sales. “Today, we supply field sales with fewer, yet qualitatively better leads,” according to Christian Sterr. The customer profits from a targeted and coordinated contact and more comprehensive consultation. And the work of management is also made easier. They can anticipate the course of business and better manage their team with the sales funnel.

Baloise enters sales opportunities) are depicted in one system with a standard process, which powerfully increases transparency and efficiency in field sales. “Today, we supply field sales with fewer, yet qualitatively better leads,” according to Christian Sterr. The customer profits from a targeted and coordinated contact and more comprehensive consultation. And the work of management is also made easier. They can anticipate the course of business and better manage their team with the sales funnel.

BSI CRM supports both the customer representative and the sales management in their work: “The customer representative uses the system to look after existing customers, preparation for meetings and post-processing as well as to participate in campaigns. With activities reporting, the sales manager receives an impression of the course of business early on,” explained the CRM expert.

Lead management as a leadership tool

Baloise uses the sales funnel as an early indicator of the course of business, but primarily as a management and coaching tool: “The funnel shows the activities of the customer representatives and provides managers insight into how the consultation approach is implemented in practice or if support is needed,” explained Christian Sterr. With the scope of the project, Baloise systemized the leadership and consultation process and linked it with a quality standard. In this way, BSI CRM supports both the customer representative and the sales management in their work: “The customer representative uses the system to look after existing customers, preparation for meetings and post-processing as well as to participate in campaigns. With activities reporting, the sales manager receives an impression of the course of business early on,” explained the CRM expert.

Upgrade to BSI CRM Indigo

After BSI CRM was successfully implemented in field sales and customer service, now broker sales shall also be integrated. Implementation with the new “Indigo” release costs less than it would to upgrade the currently used Release 12.8. “Consequently, we also analyzed the possibilities of the new BSI CRM Indigo for the currently used CRM business capabilities and came to the conclusion that we can cover many Baloise-specific adaptions with a close-to-standard solution and can offer users significantly better usability,” stated Christian Sterr. A further advantage of the upgrade is the technical separation of the standard product and customer upgrades, which enhances the release capability in the future and which means manageable and calculable upgrade costs. “With BSI CRM Indigo, we receive a Web application with the latest user interface, which is fun to use for our employees. The new interface is clearer and easier to use in many aspects. Many user wishes have now been fulfilled in the new standard,” explained Christian Sterr.
Verena, directly upon completing your studies you immediately jumped into the “brand-new BSI location” adventure. How did you manage to find your way in the new office in Dusseldorf?

At the beginning, many things were still temporary and it reminded me of when I moved into my first apartment. It was empty, echoing and seemed rather cold. Little by little, we have filled the office with life: we placed a desk here, set up a shelf there, added some green with plants. The kitchen was soon set up and now, is a cozy meeting point. That is where we drink coffee, eat snacks or fruit and sit down to eat lunch. We later purchased a grill and furniture for the terrace. Now it is really comfortable.

Wasn’t it rather lonely in the new office in Dusseldorf?

No, not at all. The offices are very well linked together. There is no location mentality and there are no borders. It’s more like we are all just BSI employees who happen to work in another city. Of course, it is easier when I can turn to my colleagues who work just two meters away with questions. But we have many options to interact with other colleagues by phone, Lync (Skype for business) and screen sharing.

Verena dances as “Mariechen” in the Carnival club.

BSI has a total of seven locations. Is BSI nevertheless a cohesive “ecosystem”?

BSI is simply a large community consisting of many different people. And one is part of the community right from the start and is welcomed with open arms. It is this openness - not just among those working at BSI, but also among our customers - that creates a very pleasant working environment. And which in turn makes the individual BSI locations into a greater whole.

Time and again BSI staff from other locations visit or we go to other locations. The projects I have worked on so far and the interesting introductory courses enabled me to quickly get to know the offices in Berne, Munich, Zurich and Baden and made it possible for me to network with BSI employees there. I like this because it facilitates an exchange and strengthens networking. And the overall corporate culture is always passed on and put into practice.

How does this openness express itself towards our customers?

We deal very directly with our customers. I do not have to first present my work to my project manager, who then shows it to his contact at the customer, and from there it is explained further until it finally reaches the person in charge. Things are much simpler and much more efficient with us. I am currently working on the CRM project for Hermes and am creating the concept as well as the technical specification. I can present my concepts and ideas directly to the customer; without detours. I receive feedback immediately and undiluted.

With the Dusseldorf office, BSI has entered new cultural territory – the Carnival. Is this Rhineland culture also part of your life?

Yes, I have danced in a Carnival club since I was six. Majorettes and show dancing are very popular at the Rhineland carnival. These forms of group dancing developed in the post-war period and were intended to spread a bit of joy. Also popular are couples dancing with lifts and plenty of acrobatics. And then there are the solo dancers: the “Mariechen.” I have done it all, from being a majorette, to show dancing and couples dancing. Now I dance as a “Mariechen,” a solo dancer, in my Carnival club in Aachen. As a “Mariechen,” I am freer, choose my own music and have a say in how I dance, which, of course, is a lot of fun. I am already looking forward to next winter when I can again spread joy among Carnival fans.
Award-winning CRM solution integrates all channels: phone, e-shop and even the point of sale.

www.bsi-software.com/awards