SERVE Discreetly exceed expectations

OPTIMIZE Closer to customers with better service

IMPACT Grow and shape success together
BSI value No. 18

"WE ARE HUMBLE."
If we make a mistake, then we listen, accept criticism and try to improve.
If we have not made a mistake, then we listen, accept criticism and try to improve.

“WE ARE HUMBLE.”

1996. Born to live – grown to serve. BSI emerged back then from a management buy-out from ABB, with the goal of technologically facilitating the management of customer relationships. The birth year of BSI was before the start-up boom – back then, newly established companies were not generously financed solely due to their status. The consistent orientation on customer requirements and the intention to serve fed the will to survive among the courageous founding team.

20 years young – and still financially independent – that’s a good start. Humans at this age still have three-fourths of their lives ahead of them. With a bit of luck, they have survived the teenage years unscathed and now, as twenty-somethings, are in the throes of personality development. Does that also apply to companies? A good reason to pause and reflect: Have we changed over time? Are we still serving our customers with the same passion? What values are central to us today?

Since our founding, we share one value with Zita the Butleresse, whom we interviewed in the keynote: to be humble. We act silently in the background, enable our customers to experience successes and surprise in crucial moments. And hopefully we will continue doing so in the future.

Catherine B. Crowden, Editor-in-Chief of meeting BSI
Serving as a profession

TEXT: CLAUDIA GABLER
PHOTOS: SEVERAL SOURCES

While she bears the name of the last Habsburg empress, as a young girl, she never dreamed of marrying the prince. She wanted to serve him. And so Zita Langenstein trained as a butler. What distinguishes good butlers, how they impress clients without much ado, and what can be learned from this for other businesses is what we wish to share in this keynote.

The service of a butler is greatly appreciated in Buckingham Palace as well as among VIPs and busy people from the business world. This also goes for the first Swiss butleresse to be trained: “Zita the Butler” Langenstein, who needed a strong will, stamina and discipline until she attained that goal. “I met a butler for the first time during my apprenticeship in Hotel Schweizerhof in Berne. I was fascinated.” explained Zita, who is originally from Canton Nidwalden. Because a butler is not an official profession in Switzerland, she diligently completed hospitality training and began working for a family. To do so, she had to get over her initial shyness. “Shyness is not a virtue. Sought after in service are confident personalities that clients can rely on.” And so in 1982, she gathered her courage and sent an application to a butler school in London. She tried again and again, year after year. And year after year she received a polite, politically correct, yet disappointing rejection. But she never stopped trying for 18 years, until finally she received a positive decision from London in the year 2000. It was only later that she learned that before her, no other woman had ever been granted admission to this respected course of training. The future butleresse was overjoyed to be given this opportunity and to this day remains enthusiastic about what she learned in butler school. “The training at the butler school in London was the best thing that could happen to me in terms of customer focus and service,” enthused Zita Langenstein.

From the farm to Buckingham Palace
That is how the former farm girl from Central Switzerland became a sought-after butleresse. The services of a professional butler are appreciated not only by the British royal family, but also by wealthy families and VIPs around the world. Household management, Christmas preparations, organizing gifts, holidays, celebrations and receptions, door to door accompaniment: these diverse tasks are among what fascinate Zita Langenstein about the butler profession. She is also inspired by the interesting personalities that she meets within the scope of her profession and the complex processes that she is involved in. “I was ideally prepared for these tasks in the butler school. The highest priority was on intercultural skills, organizational abilities and flexibility.” And this is demanded again and again, such as was the case at the wedding of Charles and Camilla, which had to be delayed and completely altered due to the sudden death of the Pope. Or the arrival of a very busy guest, for whom plans change by the second – and for whom everything should run smoothly nonetheless. Needed for such cases are a functioning network, precise organization and seamless processes so that ultimately everything goes off without a hitch and the client is satisfied. Also required is a talent for improvisation so that an extremely delicate situation appears as if it were precisely so planned; because customers tend to be demanding personalities – a tendency that is increasing.

STONG PERSONALITIES ARE REQUIRED IN SERVICE.
Zita Langenstein, butleresse

Zita Langenstein was the first woman to be granted admission to the butler school in London.
“A butler knows what he or she is doing”

“A butler must know what he or she is doing. He or she never asks: ‘Is this right like this?’ or ‘Are you satisfied with my service?’ A butler knows what is right and when there is something to be done or not,” explained Zita Langenstein. It is an art to constantly convey the feeling that everything is in place and ready, without having to be asked to do so. Precisely that is the butler’s reward in his or her profession.

“THERE IS NOTHING YOU CANNOT GET, WHEN YOU ARE ASKING IN THE RIGHT WAY.”

Ivor Spencer, Founder of the International School for Butlers

No major discussion is required for this: if the client has a wish – to conduct a telephone conversation, to use the bathroom, to change conversation partners – no words are exchanged, instead such wishes are communicated with small, nearly indiscernible signals. This requires the ability to understand the signs and proactively adapt the strategy. To ensure that it works smoothly, the client’s requirements and “secret language,” the codes and signs to be used, are discussed in advance in the so-called butler interview. It includes 20 to 50 questions for the client. The butleresse leaves nothing to chance:

Humility – the attitude of those who serve

What attitude must you have to be successful in the butler profession? “As in any other profession, a butler must adjust his or her service to the target group, so that his or her clients are satisfied or – even better – impressed,” explained Zita the Butler, and went on to add: “I am not aware of any profession in which serving is not an essential skill.” For the butleresse, service has nothing to do with submissive behavior towards the client. Actually, quite the opposite is true: “What is required is a pure, professional and, most of all, surprising service by a strong personality.” In addition, a butler must have human understanding, specialized competence, charm and discretion and make use of synergies. Moreover – and that is practically a matter of course –, expertise in handling clients as well as co-workers and service providers is an essential requirement. “I try to establish a good connection to each person I am dealing with,” explained the butleresse. “However, I must admit that in my butler role I am very strict with my colleagues and partners. Of course we have no time for another and are completely in demand.” Despite this – or perhaps because of this – she manages to bring the best out in each partner. To accomplish this, she conveys to her counterparts the feeling that they are the ideal and most professional partner for the respective task. In the briefing, she explains precisely what she expects from staff and partners. “There is often an atmosphere of uncertainty and cautiousness because the expectations are high. But if I build up the team, strengthen it, give it the feeling that we all know exactly what we intend to do, then they all give their best.” Towards this end she likes to tell stories. These help to capture the expectations in a nutshell in a humorous way.
No-goes in the life of a butler
Humor, resilience and toughness are virtues needed by a butler. The butler is ultimately responsible for everything that happens. Personal sensitivities must be fundamentally left at home. To speak about ones own well-being is among the no-goes in the life of a butler. "I am tired," "I’m hungry," "My father isn’t doing well": there is no room for the personal sphere of a butler while in service. "This distance is at the same time a protection that provides security," according to Zita Langenstein. Despite this professional attitude, it can also sometimes be challenging to remain constantly correct and always ready to serve. When situations, locations and programs change at the last minute, this in turn has an impact on the table settings, partners, quality assurance, security, procedures, personnel and time management. In such cases, Zita Langenstein recommends: "If an assignment deviates from the agreed upon standard, then simply act as if you have everything under control. Although, I would also sometimes prefer a stricter program," the butleresse laughs.

Standard vs. individual preferences
Experience is good, standards are necessary: around 70% of a butler’s job is specified according to protocol. Individual customer requirements make up the remaining 30%. This is best illustrated by the following example: finger foods are specified for afternoon tea, including three to four elegant sandwiches: ham, cucumber, cheese, salmon; two to three types of light pastries: chocolate, berries, cream; one or two scones with clotted cream and strawberry jam and two to three different types of tea: Earl Grey, Ceylon Orange Pekoe, Darjeeling. However, if the client happens to have diabetes, then, while the standard is maintained, the contents are exchanged accordingly as if by magic – without the lady for whom Zita Langenstein works even noticing. If her client is a vegetarian, then the standard is naturally also maintained, but all meat and potentially all fish ingredients are switched for products that the client loves. "While doing so, I do not merely take the easy path by simply preparing two cucumber and cheese sandwiches, but two vegetarian products are additionally integrated," the butleresse revealed.

The relative high portion of standard process provides security and planning, which is important for preparation and especially for new team members. This security is something that clients really appreciate: “We butlers master the standards. Our know-how really comes into play when it comes to individual service and special wishes. This ensures a fantastic experience for our clients.”

What makes a butler happy?
Even if they act in the background and are nearly invisible, butlers also love appreciation and recognition from their clients: “The feeling that I have met my client’s expectations or even exceeded them, makes me happy,” stated Zita Langenstein. “And I want to get a sense of the customer’s reaction to that certain extra. Only then am I satisfied. OK is just not enough.” If, nevertheless, an assignment only receives an “OK,” Zita Langenstein does what all butlers most likely do: sit down, have a cup of tea and reflect. This reflection can last a while, sometimes days, weeks or even months. It lasts as long as it takes for “me to come up with a brilliant idea. And when I have come up with a solution, then I write a card to the respective person with a very personal text in which I express my regrets.” The butleresse has style even when it comes to apologies. Ultimately, it is the tone that makes the music.
Extraordinary customer relations require committed employees and powerful tools. Volta Superbikes has both. Volta Superbikes is a fictitious company that sells powerful electric motorbikes. We invented it to demonstrate the future of customer service for you.

Vicky from Sales and Marta from Marketing both work with BSI CRM. They have set up the system so that it accomplishes as much of the work as possible. This means they can use their time efficiently, have lots of contact with customers and enjoy their work.

At a glance
Vicky sells motorbikes in the shop as well as on-site at customers. She begins her day with the work view in BSI CRM. There she can see what is pending: orders for “her” customers – both private and business customers – cases she would like to follow up on and planned visits. She works through the list task for task, and thereby keeps a step ahead of customer expectations.

In the News she sees at a glance which data records have been changed – and by whom. This pertains to data for employees and companies and orders that have been created or updated in BSI CRM. There she can see what is pending: orders for “her” customers – both private and business customers – cases she would like to follow up on and planned visits.

She works through the list task for task, and thereby keeps a step ahead of customer expectations.

In the News she sees at a glance which data records have been changed – and by whom. This pertains to data for employees and companies and orders that has been updated, as well as new communications with customers, business cases and orders she is in charge of.

**Automatic data control**
BSI CRM saves Vicky a lot of work. Her administrator defined rules in the rule engine. Customers who generated more than EUR 10,000 in sales in the last 12 months are segmented as “A” customers. Data quality is checked with another rule: Is there a C-level contact for each company? If not, BSI CRM creates a task for her. And if an order is marked as lost, BSI CRM sends her an e-mail.

A new (potential) customer? A fresh-caught lead? Feedback to a marketing action? Customer inquiry? One click is all it takes: Vicky can start a wide range of processes through the Assistant, because in BSI CRM issues can not only be handled in customer service, but any issue can be handled by any employee with guidance. Vicky is guided through the process step by step – easily, at lightning speed and BSI CRM makes sure that all data is captured.

**Linked marketing procedures**
Marta plans all marketing activities for Volta Superbikes and aims to address customers personally in a targeted manner. With BSI CRM, she can set up marketing actions so that they run autonomously and are linked together. She invites potential customers to test ride the new superbike by e-mail. Interested people sign up themselves on the landing page that Marta sets up for this purpose. The reactions – e.g. the desired race course – are automatically captured in BSI CRM; people assigned to the follow-up action. BSI CRM even sends the confirmation SMS as soon as the person has signed up.

**What is new in BSI CRM Indigo?**
With the Indigo release, BSI CRM not only received a completely new user interface in HTML5, but also many new functions: a global search, focus, deep linking, interactive charts and much more. Learn more about the central innovations at www.bsi-software.com/releases

The landing pages are marketing procedures. Leads for the service team, including a dialogue script with the customer feedback. Processes are carried out day and night, data processed and handed to users on a silver platter. This frees users up to do more important things, such as building customer relations.

**BSI CRM Indigo is beautiful, tidy and focused on the most important information. HTML5 views provide a rapid overview of customers and personal key figures.**
Ready, set, roller coaster!

We at BSI are not just tops when it comes to programming software; we also know how to celebrate! We proved that at our 20-year BSI birthday party. At Europa Park, we put our knowledge about BSI and our ambition to the test, pumped up with roller coaster adrenaline and danced the night away at the party in the evening. Nevertheless, we do not plan to rest on our laurels, but to move full speed ahead: to further improve our products, enthuse our customers and to enrich our BSI team with new personalities.

We look forward to the next 20 years!

Problem: Besides her many wonderful traits, my wife is also only able to fall asleep in complete darkness – not simply dusky, dim or faintly lit; no, it must be dark as night, pitch black. I sought a solution that would light my way during nighttime trips to the bathroom and spare me bruises below the knee from crashing into the bed.

Text report: Bruce Willis solves a similar problem in the movie “Die Hard 2” with burning lines of kerosene that light the landing strip for airplanes. Since I preferred to avoid kerosene vapors in the bedroom, I decided to use warm white LEDs, which I mounted in cable grooves in the bed frame. I used an Arduino to control the lighting, because it was best suited for connecting sensors and the LEDs. I installed two movement detectors beneath the bed; one detects when I get out of bed, the other when I return back to the bedroom. If a movement is detected, the Arduino switches on the LEDs for 20 seconds. A brightness sensor facilitates fine tuning. It measures light conditions in the bedroom: At daylight the LEDs remain off, at dusk the LEDs light up very brightly, and at pitch-dark night they only slightly glow.

Read the complete German test report, building instructions and the source code for the Arduino at www.bsi-software.com/bettbeleuchtung

Summary: Test passed! My wife sleeps peacefully in the dark, and my shins have been bruise-free for three years.

Uwe Funk is software engineer at BSI and a creative craftsman.
Mr. Kornmann, you introduced BSI CRM for the central recording and processing of customer concerns. What objectives are you pursuing with the new solution?

MAN Truck & Bus is a globally established supplier of transport solutions of all kinds. To meet the challenges in all our sales regions, it is essential to know each individual concern of our customers and to come up with efficient solutions. A high level of customer satisfaction, current customer and vehicle data for solution finding and prompt processing within defined timelines are among the central goals for MAN. We will also be able to achieve the desired cost savings in the medium term.

“We CAN DEPICT CONCERNS CENTRALLY FOR ALL OUR MARKETS.”
Thomas Kornmann, CustomerCareCenter Project Manager

We separate our customer concerns into complaints, inquiries and praise. We focus on processing them quickly and competently. Towards this end, we have established standardized processes that we are currently anchoring organizationally in all European markets. Our new CustomerCareCenter tool effectively supports us in the process.

Why is central recording and processing so important for MAN?
The CustomerCareCenter helps us to depict the recording, processing and solution documentation of customer concerns centrally for all our markets. Thereby, process steps, documentation and communication towards our customers follow established standards. This ensures that the corporate rules applicable for handling concerns now can be applied uniformly with the same tool. We manage this by making available to our users central customer views, a fast, differentiated search for customer and vehicle data as well as a comprehensive history.

How do you get users - such as the workshop boss in Italy – to record complaints?
The benefits of standardized recording and processing are not just for customers – such as the constantly accessible information about the status of their concern, faster solution finding, etc. – immediate added value also results for users in the company: the more information they have available to them, the more targeted the solution they can come up to meet the customer’s expectations. Significant time savings and a higher solution finding quality should be noticeable for both our customers and employees in the MAN workshops.

How does local and central reporting work?
Generally, our national companies have their own central departments and are in charge of developing their markets. Thus, evaluations and reports in the CustomerCareCenter can be made by any country and each organizational unit. If needed, the central administration, of course, can also make reports – across all recorded procedures, for the various types of concerns, according to product classes, key topics and more.

What advantages are arising from the new solution as opposed to the “old world”?
We let BSI configure overviews for vehicles, customers, positions and their activity history specially to meet our needs. Users can thus quickly and comprehensively get an impression and subsequently come up with a solution that is appropriate for the customer.

Furthermore, a process was developed that considers the various situations in everyday business: with a balanced amount of mandatory entries that match our rules regarding the process and data completeness, and the possibility to involve additional people in the processing and solution finding. Additional information can also be optionally supplied for the procedure.

The entry fields are available to users in multiple languages. In intensive coordination, we have ensured that all relevant data about customers, vehicles and contact partners is updated daily through interfaces in the CustomerCareCenter. This makes it possible to always handle processes with the latest master data.

Are further project steps planned?
We are pleased to receive positive feedback from users. These acknowledgments are a confirmation of our approach and, at the same time, motivation for the introduction to yet outstanding markets within the company. New functions and lessons learned during the rollout are flowing into future further developments.

“We ARE PLEASED TO RECEIVE POSITIVE FEEDBACK FROM USERS.”
Thomas Kornmann, CustomerCareCenter Project Manager

With BSI CRM, MAN delivers a trouble-free customer experience. The introduction of the new CustomerCareCenter, as the CRM is called at MAN, enables the central recording of customer concerns. Thomas Kornmann, Project Manager at MAN, explains how the tool facilitates the complex management of the global customers and partners.
When people in Switzerland look for addresses, phone numbers, opening hours or want to reserve a table at their favorite restaurant, they gladly turn to local.ch and search.ch. The directories are called up more than 42 million times each month and the app was downloaded five million times. The printed telephone book also continues to be popular: 70% of people in Switzerland use the Local Guide. These platforms offer interesting advertising possibilities for companies, including directory advertising, online advertising, campaigns, Web presences and display advertising.

**Easier and faster support**
The customer service center and field sales diligently sell portfolios of attractive advertising products. With the aim of serving business customers even more easily, faster and accurately, the company decided to introduce BSI CRM. The defined goals included the 360° customer view, guided processes and central sales management for improved lead processing as well as customer care across sales channels.

**Heterogeneous system landscape as a starting position**
The heterogeneous system landscape hindered a holistic customer view in the past. Employees lacked an integrated view of the customer’s and their portfolio. “The sales process was complicated. Customers also noticed this. Furthermore, the complexity resulted in long training times and made the process prone to errors,” stated Stefan Bieri, CRM Project Manager for localsearch. Staff was not always able to take care of customer concerns in a structured manner, which could negatively impact customer satisfaction.

**New sales process in the customer service center**
The multiple systems were merged into an employee-friendly single view with BSI CRM. It enables employees to point out attractive cross- and upselling offers and quickly take care of service concerns with the 360° view and visualized product combinations. Some of the further processing is already done fully automated. Less manual work results in higher quality and lower throughput time. Monthly product sales have also been boosted significantly.

**Step towards digitalization and automation**
Through the introduction of BSI CRM and the improvement of the sales process, localsearch was able to create a good starting point for further digitalization and automation. “Customers are served faster and in a customized fashion. Agents know in advance which customer they are dealing with and which offer the customer obtains from which business unit. The various teams view the data in different ways. This makes their work easier, because the views are tailored to the work they do,” explained Yves Grepper, Head of Marketing & Sales Management at localsearch. The previous system diversity has been converted into a comprehensive, holistic sales process. This means that employees can serve their customers even better, handle their orders or concerns even faster, and, if necessary, route and complete them automatically, and most of all: make the customer happy with a positive experience.

**Results of the integrated sales process**
Positive results can already be seen after just two months with the new sales process:
- -31% throughput time per order (from 16 to 11 minutes)
- Greater data quality
- Higher employee satisfaction
- +20% efficiency in the sales process
- Real-time data and reports in customer service
- -50% training time

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**“WE MANAGED TO REDUCE TRAINING TIME BY 50%.”**
Stefan Bieri, CRM Project Manager at localsearch

**“INITIAL RESULTS WERE QUICKLY ACHIEVED THANKS TO THE JOINT, AGILE METHODOLOGY.”**
Guido Kaufmann, CIO at localsearch

**“THE TEAM’S VIEWS ARE TAILORED TO THEIR TASKS.”**
Yves Grepper, Head of Marketing & Sales Management at localsearch

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The company, localsearch, operates local.ch and search.ch, the leading Swiss platforms for the easy finding of addresses, telephone numbers and extensive information about companies – on the Web, using the mobile app and in printed telephone books (Local Guide). A new sales process has now been introduced by localsearch in its customer service center. With the 360° view, staff is able to make individual add-on offers to their customers and to quickly take care of their service inquiries. The success has overwhelmed everyone.

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**Right to the point**

**TEXT: CLAUDIA GABLER**

The directories of local.ch and search.ch are combined in localsearch. Due to the different users and the respective individual offers, the two brands remain intact. Advertising customers are looked after across the platforms.
Martin Grunder has contributed all four of these characteristics to BSI for nearly 15 years. A schoolmate brought him to the team back then. He has remained till today, and also wants to contribute to BSI in the future.

BSI employees complete a set of internal courses. You made an interesting presentation at one of these courses. What was the topic?

It was our power speech course and I was one of the experienced participants there. The central message was that each one of us can significantly impact the company and that no one is just a number. It makes no difference how long you have been with the company. Everyone has the possibility to contribute something to BSI.

Another essential point here is change. What is good today may not necessarily still be good tomorrow. Our company is not a rigid structure. And if someone at BSI sees that a procedure, process or anything else is not good, then he or she always has the option of changing it.

How does such a change take place?

It is really quite easy and functions best when you take a direct approach. I always consider who is affected, who has the most experience with the issue and then speak to that person directly. We ultimately usually end up being two or three people who decide which way is best. We do not follow any hierarchies, which enables us to make objective decisions. No one needs to be afraid of undermining the authority of their superiors.

Where do you see BSI as a whole?

We are still among the small players in the market, but play with the league giants. This is only possible because we demand constant improvement from ourselves. If we weren’t humble, we might very well rest on our laurels. That would naturally be fatal for our product, for us as BSI and for our customers.

How were the greatest changes for you and your work in recent years?

There are plenty more BSI friends today.

The technological possibilities have increased remarkably in recent years. Our customers’ requirements have correspondingly followed suit. When I started at BSI, a simple desktop CRM with contacts, companies and tasks was enough. Today our software has guided business processes, covers requirements from marketing and call centers, links to social media, runs on smart phones, tablets, desktops and so on. These days, the market demands far more individual solutions from a standard product.

We have gathered a great deal of experience ourselves with our products. It used to be that customers explained to us what our software was missing. Today we are able to show them what added value they can generate with BSI as a partner.
Fast, personalized and pioneering – that’s what Lena is looking for. See how Volta Superbikes leaves the competition behind, also when it comes to customer excellence.
www.bsi-software.com/volta