# Gothaer again chooses BSI

## BSI Insurance introduced for optimized broker management

Baden, April 9th, 2018 – **The Gothaer insurance group once again chooses BSI as its CRM partner: Gothaer uses BSI Insurance for optimized broker management. The company is thus continuing its collaboration with BSI, and after launching its agency system is now expanding it to broker management.**

Shortly after Gothaer completed launching its agency system based on BSI Insurance in mid-2016, they issued an invitation to tender for broker management. BSI prevailed with its tender offer and now may also develop the CRM for Gothaer's broker management. "We want to use one platform for all sales channels and thereby generate synergies," stated Thomas Berg, Head Sales Management at Gothaer. Also contributing to the decision were the industry-specific functionalities already contained in the tool; the existing good collaboration between Gothaer and BSI; the existing integration, as well as the large number of reference customers from the insurance field, specifically from broker sales, including ERGO, LV 1871 and Bayerische.

### Efficient tool for sales

With the introduction of the latest Ocean release of BSI Insurance, Gothaer is building on a future-capable solution that enables a consistent broker management concept. As an efficient tool, BSI Insurance supports broker representatives, enabling them to profit from an integrated solution of standardized support concepts, optimized services and configurable views – factors that essentially contribute to user satisfaction.

"BSI Insurance combines more than 20 years of expertise in CRM and insurance companies. Based on our market leading CRM standard for insurance companies, we continuously develop innovations that provide our customers a significant advantage over the competition," explained Oliver Hechler, CEO BSI Germany and Community Manager for Insurance Companies.

Towards this end, BSI will launch an agile Design Suite in the summer of 2018, which is being anticipated with great interest: "With our next release, we will make service and marketing automation possible on a whole new level. In combination with analytics, we depict the customer steps in the CRM and proactively meet customers on all channels. We are very pleased that Gothaer is sharing these high demands for service innovation with us and has decided to expand our

collaboration in the corporate customer field, which will ensure Gothaer's trendsetting customer relationship management," summed up Oliver Hechler.

**Event information: Automation in sales, marketing and service for insurance companies**

The specialist event, "Customer interface: customer and complaint management between human factors and smart machines", will take place May 15-16, 2018. In this context, BSI will present innovations pertaining to automation in sales, marketing and service for insurance companies. Our customer, Sebastian Wertenbruch, Department Head Sales Systems and Processes at Gothaer, will provide insight with his presentation entitled "Strategic multichannel management at Gothaer – How a central CRM successfully connects personal and direct sales". He will shed light on the challenges for insurance companies in customer management and show how Gothaer has intensified customer contact with the implementation of its multichannel strategy. **For further information about the event:**

https://www.versicherungsforen.net/portal/de/veranstaltungen_2/konferenzen_und_messekongresse/schnittstelle_kunde_2018/standardseite_83.xhtml#tab-content2

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Everyone talks about digitalization – BSI makes it easy. Software from us makes companies more successful and users happy. BSI CRM and BSI CRMS are among the leading omnichannel platforms on the market. What's more, there are innovative applications such as the BSI Studio digitalization platform, smart industry solutions for retail, banking, health and insurance, and BSI Contact Center, our tireless customer contact assistant. And always present: 360° view of all data and authentic full service, from A to Z. And robust technology that convinces today and is ready for tomorrow and beyond. More than 120,000 users profit from our software daily in companies such as Actelion, AMAG, Baloise Insurance, Swiss Post, ERGO Direkt, Globus, Hermes, Lidl, Münchener Verein, PostFinance, Metzler Private Bank, Sprüngli and Walbusch. Behind it stands the hard work of 272 engineers and project managers in Baar, Baden, Berne, Darmstadt, Dusseldorf, Munich and Zurich. And anywhere you need us to be.