

Business software company BSI makes hyper-personalization and storytelling in customer communications a reality

Baden, October 31, 2019 - **Hyper-personalization, a customer contact approach geared toward individualized customer needs, is one of the most significant trends in customer relationship management (CRM) today. With its digitization and marketing automation platform BSI Studio, the business software company BSI has developed one of the most innovative solutions available today. The company has recently filed several successful patent applications for this solution.**

BSI Studio uses real-life events as a starting point for needs-based customer communication and offers. With this solution, available in the cloud as well as on-premise, digital customer interaction processes can be designed and automated with little effort and no programming skills. For companies that want to dismantle process silos in their customer interactions, BSI Studio, therefore, serves as an important milestone on the path to building customer-focused business models and ecosystems. “BSI Studio offers intelligent and AI-based sales, service, and marketing automation and assists companies with the initiation of dialogue with (potential) customers in a remarkably flexible and intuitive way,” says Zeno Hug, CX Community Manager at BSI.

The patent process emphasizes BSI Studio’s innovative power

During the patent review, five functionalities of the BSI Studio automation platform were identified as being unique to the market. Among other things, BSI Studio permits the detailed testing of sales, service, and marketing campaigns before they go live. This assures companies that unwanted or erroneous initial contacts do not occur in their automated customer communication. In addition, BSI Studio’s straightforward versioning concept allows changes to be made to active, automated customer journeys and new versions to be created. In this process, campaign participants are automatically migrated into the new version, without them being aware of any of the changes. “Companies such as HDI, Baloise Insurance, and SWICA are already working with our digitization software. During software tender and proof of concept (PoC) processes, we always become aware that BSI Studio is the benchmark in some of the areas of customer experience creation and management,” says Zeno Hug.

Innovation – one of the fundamental values at BSI

Innovation and employee empowerment have been a priority at BSI ever since the company was started in 1996. With its BSI Lab, BSI even has its own program to fuel innovation:

This innovation hub lets software developers retreat from the project-based business either alone or in teams for a certain time to develop prototypes and test new technologies. The results are shared internally, and some of them are promptly integrated into the product development process. “It has always been important to us to be agile, lean, and innovative and to offer our customers security and stability at the same time. BSI combines the advantages of a start-up with the sustainability of an established company,” states Jens Thuesen, founder and chairman of the board at BSI. The new BSI Studio software product is the most recent evidence for that.

Switzerland as an innovation location

With its patent filings, BSI joins the ranks of many innovative Swiss companies that, with their inventions, ensure that Switzerland is considered a highly innovative country. In 2018, Switzerland was again a leading European country with regard to patent applications. In the Global Innovation Index 2019, Switzerland also scored well: It took first place ahead of the Netherlands and the UK in global and European rankings.

Link: www.bsi-software.com/studio

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Everyone talks about digitization – BSI lets actions speak for themselves. Our software makes companies more successful and users happier. BSI CRM is among the leading omni-channel platforms on the market. What’s more, there are innovative applications such as the BSI Studio marketing automation and digitization platform, smart industry solutions for retail, banking, health and insurance, BSI Contact Center, our tireless customer contact assistant, as well as BSI CTMS, the comprehensive solution for clinical trials. And always present: a 360 ° view of all data and authentic full service from A to Z. Robust technology that convinces today and is ready for tomorrow and beyond. More than 120,000 users profit from our software daily in companies such as Actelion, AMAG, Baloise Insurance, Swiss Post, ERGO, Globus, Hermes, Lidl, Münchener Verein, PostFinance, Metzler Private Bank and Walbusch. Behind it stands the work and dedication of 330 engineers and project managers in Baar, Baden, Berne, Darmstadt, Dusseldorf, Hamburg, Munich, Zurich, and anywhere you need us to be.