

Digital customer management: Cooperation between Finnova and BSI

Finnova and BSI sign cooperation agreement

Lenzburg/Baden, 27 May 2021 – In the face of ongoing margin pressure and rapidly changing customer demands, banks are increasingly investing in digitalisation and automation. Against this backdrop, the software manufacturer BSI – which specialises in digital customer management – and the banking solution provider Finnova are entering into a strategic partnership in campaign management that will enable them to support banks even more effectively in their projects. The modern, tried and trusted digital experience platform BSI CX forms the basis for the CM Campaigns (Customer Management – Campaigns) solution. This was jointly designed by the two companies and is fully integrated into the Finnova Banking Software.

CM Campaigns is one of the building blocks of the Finnova Customer Management solution. Further building blocks are CM Analytics, CM 360-degree customer view to facilitate customer lifecycle management and the CM Pending Tasks solution, which supports advisory teams in managing their workloads. After extensive market screening, Finnova chose the software manufacturer BSI – with which it had already been cooperating closely since 2019 – as its partner for the fixed supplement to the Campaign Management module. BSI was also favoured for its innovative capacity, the integrability of its solutions, its excellent customer orientation and its strong position on the software market in the DACH region. These strengths were compounded by BSI's extensive sector expertise, which is reflected in the product and its application and has already proved its value in real-world use at partner banks.

Implementing strong campaigns together in the banking sector

The cooperation aims to promote digitalisation in the banking sector and to combine the strengths from both product worlds. Banks are equipped to offer their customers the best user experience – meaning personalised, metrics-based and targeted – across all channels. BSI has incorporated the comprehensive functionalities of its customer-centred CX solution.

Market demand is high, and many partner banks have so far taken only small steps towards digitalising their customer relationships in relation to campaign management. In cooperation with BSI, Finnova is now offering them the opportunity to combine multiple standalone solutions, enabling advisors to gain a 360° view of customers and automating processes in customer relationship management for the first time. Clean data separation and mapping of complex authorisation structures are assured.

The CM Campaigns solution from Finnova and BSI is functionally integrated into the Finnova Client Engagement Suite. From a technical and procedural perspective, it is integrated into the Finnova Banking Software via the Integration Services of the Finnova Open Platform. Full front to back integration delivers benefits across the entire lifecycle: in operation, in maintenance and when rolling out new functionalities, with data homogeneity and consistency guaranteed.

The solution supports banks over the long term in digitalisation and automation, as well as in the management of their customer-related touchpoints – and with an optimised total cost of ownership (TCO).

High market demand in the Finnova Community testifies to success

This is an offer that meets a very real market need. Several banks have already committed to implementing the CM Campaign solution from Finnova and BSI. Thanks to the two companies' combined expertise and innovative capacity, these banks will benefit from integrated data management across all customer-related processes as well as automated processes in the areas of sales, service and marketing in future. This way, the banks can implement personalised, tailor-made campaigns for their customers. At the same time, new insights into customer behaviour open up the possibility of developing and rolling out innovative products and services – including via partner ecosystems.

"We are pleased to join forces with Finnova to support banks in creating impressive customer experiences. Not only are our solutions a perfect fit, but the cooperation also works well on a human level", comments René Konrad, Community Manager Banking at BSI. "The topic of customer management with customers at its centre is gaining enormously in significance. This is confirmed by the great interest in the integrated CM Campaigns functionalities of BSI CX, and it is a pleasure to support banks in the challenges they face in digitalisation and automation in partnership with BSI and to drive this forward in the banking sector", says Dr Martin Widmer, Product Manager Customer Management at Finnova. "With its numerous reference projects in the sector and its reputation for customer orientation, BSI is the ideal partner for this."

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About Finnova

Since 1974, Finnova has stood for innovative banking solutions – in development, in operation and in advisory. Together with our customers and partners, we focus on the digital transformation and open banking, thus supporting our around 100 financial institutions in Switzerland and in the Principality of Liechtenstein in being sustainably profitable. We call this 'Solutions for Smarter Banking'.

About BSI

Impress your customer – we know you will. With its BSI Customer Suite, the software company BSI provides a comprehensive platform for digitising the customer relationship. With solutions for Customer Relationship Management (CRM), Customer Experience (CX), Data Management (CDP), Customer Insights and Artificial Intelligence (AI), BSI helps companies delight their customers in real time along the entire customer journey. Thus, marketing, sales, and service teams have everything they need for cross-channel, automated and personalised customer communication. For the retail, banking and insurance industries, BSI provides powerful, specially designed solutions that are based on many years of industry expertise. All solutions are component- and cloud-based. Established in 1996, it now has eight locations in Germany and Switzerland. The company is organised as a network without hierarchies, an organisational structure for which it has already won several employer awards. The software company's customers include market-leading companies in Europe. Visit www.bsi-software.com for more information.