

## Concordia chooses BSI CRM

### **Concordia Insurances is replacing its in-house development and introducing BSI CRM as its agency system**

**Baden, 08.03.2017 – BSI has gained Concordia Insurances as a customer. In the future, 1,200 employees will be supported by BSI CRM while advising their customers holistically about their insurance solutions. The aim of this cutting-edge agency system is to enable a 360° customer view and thereby facilitate comprehensive and individual customer care.**

The Concordia Insurances corporate group, headquartered in Hannover, has served its customers for over 150 years. A total of 1,200 employees and a dense network of Concordia agencies and business partners provide care for its insurance customers. This “Versicherungsverein auf Gegenseitigkeit“ (Mutual Insurance Association), along with its subsidiaries, represents a community with around 2.6 million contracts and approximately EUR 824 million in turnover.

#### **Industry solution covers the requirements**

Among the sales channels are exclusive sales, brokers and broker associations. For its exclusive sales channels, Concordia is now replacing the existing agency system and introducing BSI CRM Indigo – for good reason – as Gunnar Minkwitz, Head of the IT Department at Concordia Insurances underscored: “We came upon BSI CRM while searching for a CRM solution that is established in the insurance industry. The CRM standard solution for insurance companies already covers the majority of our requirements. It also enables the integration of existing Concordia applications and a 360° customer view for our agencies.”

BSI CRM’s well conceived standard was also convincing with its guided processes, its mobility, the easy configuration, the ability to add communication and self-service channels in terms of a multichannel strategy, as well as with the sophisticated lead and campaign management. An additional important argument from the sales perspective is the good embedding of existing systems such as pricing calculation and the possibilities for lean offline use (briefcase function).

Concordia is replacing its in-house development with BSI CRM. “We want to establish a future-oriented architecture that is easy to operate and which can be maintained and further developed by Concordia staff. BSI CRM meets these criteria with a release-capable product and also convinces with

numerous satisfied reference customers along with a very good price/performance ratio," stated Gunnar Minkwitz.

### **Added value for users and customers**

With the introduction of BSI CRM, Concordia seeks to further enhance quality in personal consulting. The central administration, up-to-date data, the integration in office and social media functions and the simple 360° customer view will contribute to this in the future. BSI CRM also facilitates consistent selection options. "The standard software needs little customization. Proven concepts, such as the data model and authorization logic, enable us to introduce it quickly. We assume that once it has been introduced, the operating expense for the agency system will be reduced considerably," according to Gunnar Minkwitz.

"Our insurance product, BSI Insurance, has matured to a point that we can meet the requirements of the insurance group very well. After just 15 months, Concordia will start with a fully functional release based on the open source database PostgreSQL," according to Oliver Hechler, CEO of BSI Germany and Head of the Insurance Industry Community. In addition to legally independent agencies and Concordia branded brokers, selected employees can also access the CRM solution thanks to the intelligent authorization logic. "We are pleased to be a reliable partner for Concordia on its way to digitalization," summed up Oliver Hechler.

**Link:** [www.concordia.de](http://www.concordia.de)

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**We develop software at the interface to the customer.** BSI CRM, BSI's core product, provides simple processes with a 360° view of sales, marketing and customer service. With BSI Contact Center, BSI PoS, BSI CTMS, as well as special solutions, we offer focused products for any industry or task. The use of open technology (Java/Eclipse) guarantees efficiency, individuality and future security. More than 120,000 users profit from our software daily in companies such as ABB, Actelion, AMAG, Baloise Insurance, Swiss Post, ERGO Direkt, Lidl, Münchener Verein, PostFinance, Metzler Private Bank and Walbusch. Behind it stands the hard work of 250 engineers and project managers in Baar, Baden,



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