

Software Company BSI Moves the Hermes Germany Contact Center to the Cloud



Baden, November 14, 2024. In 2008, Hermes Germany, the logistics company, initially introduced the CRM solution from Swiss software company BSI to its customer service organization. The implementation was a success, and ever since then, the collaboration between the two companies' logistics and software experts has continued to deepen. The next logical step is scheduled to occur this fall: the migration to the BSI Cloud with the latest release of BSI's customer platform, the BSI Customer Suite.

Hermes Germany GmbH, based in Hamburg, is a leading logistics service provider in Germany and partners with countless online shops and multi-channel retailers in Germany and abroad. With a focus on domestic package delivery, the logistics expert manages parcel shipments throughout Germany aided by 11 state-of-the-art logistics centers as well as 270 of its own and partner locations. Altogether, about 6,000 Hermes employees and more than 10,500 delivery persons ensure a delivery quality that is consistently high every day. Additionally, the company also offers international package shipping services.

Up-to-dateness and efficiency are essential in the contact center

Hermes Germany dispatches millions of shipments a week. Since its business is so fast paced, the company needs a CRM software solution that provides data that is complete and in real time. Ideally, the solution presents data transparently to ensure seamless communication with customers. The shipment queries the contact center receives are time-sensitive and often emotionally charged because customers expect to receive an up-to-the-minute status of their shipments. With the BSI Customer Suite, Hermes employees have a comprehensive 360° view of shipment data and communications.

Cloud migration and the new release provide significant potential

Until now, Hermes Germany has benefited from the on-premise version of the BSI Customer Suite. With its upcoming transition to the cloud and the new SaaS model, Hermes Germany will gain a multitude of benefits right away. These include, among other things, a significant reduction in programming: The customer platform's remarkable configurability options provide no-code/low-code potential for expanded functionalities, therefore resulting in process optimization. In the future, the company will also be able to automate dialog steps without any programming effort. An example

is the forms customers can complete themselves with self-service options, thereby simplifying processes for them as well as for Hermes's ParcelShop employees. The possibilities are endless. To ensure a seamless migration to the cloud, the new system will be set up in parallel with the existing system. This will eliminate a transition phase between the on-premise and cloud solutions.

Artificial Intelligence paves the way for opportunities in the future

With BSI AI, the BSI Customer Suite, a modular software solution, also includes the option of integrating Artificial Intelligence into processes and analyses: The so-called BSI Companion provides an effortless way to increase efficiency in day-to-day work with the help of "brains." With AI, Hermes Germany's contact center employees will be able to summarize shipment histories and translate messages with a click of the mouse. In addition, the AI option of classifying and filtering negative emotions in incoming customer e-mails will lighten the workload in the contact center. AI opens up tremendous optimization potential, and BSI's scalable software solution can fully map digital customer relationships using state-of-the-art technologies.

"In recent years, Hermes Germany's Customer Service organization and BSI have continuously advanced the digitization of our service processes. With our move to the cloud, I am delighted to continue the collaboration with BSI and to implement the next milestone of our digital strategy," explains Andres Santos Santano, Division Manager Customer Service at Hermes Germany.

"By moving to the SaaS model, Hermes Germany remains close to the standard software, which, along with the high degree of configurability, significantly reduces our programming effort," adds Tobias Schulz, Senior IT Project Leader at Hermes Germany.

"We see tremendous potential for efficiency enhancements in the contact center by using Artificial Intelligence and look forward to the advancements that lie ahead," emphasizes Silvia Arfouillere, Business Owner Customer Service IT at Hermes Germany.

Kai Jesse, Community Manager Retail at BSI, concludes: *"Hermes Germany has been our customer for as long as 16 years. We are proud of their trust in us and our long-standing partnership, and we look forward to a digital future together."*

About BSI

The Swiss software developer BSI provides a holistic, AI-supported platform for the digitalization of customer relationships. For Banking, Insurance, Retail, and Energy & Utilities, the BSI Customer Suite provides everything necessary for an excellent customer experience. In addition to its many years of industry expertise, this also includes BSI's CRM system with a generative 360° customer view and the BSI companion. Around 230 corporate clients use BSI's software to reach over 150 million end customers across Europe. Since its founding in Switzerland in 1996, the company has proved itself as a market leader in its focus industries in the DACH region. Its clients include renowned companies such as ADAC, Raiffeisen Bankengruppe, Signal Iduna, and PostFinance. Software and people together - that's what BSI stands for. www.bsi-software.com

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Footage



Andres Santos Santano, Division Manager Customer Service at Hermes Germany

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