

A Customer Service Center with a 360° view: Raiffeisen Switzerland's Customer Service Center selects the BSI Customer Suite

Baden, December 03, 2025 – The Customer Service Center (CSC) of the Raiffeisen Switzerland Cooperative now counts on the BSI Customer Suite. The goal of the bank's "Agent desktop" project is to make the platform available to its approx. 200 employees to reduce complexity and give them instant access to essential customer information.

Raiffeisen is the second largest banking group in the Swiss banking market and the Swiss retail bank with the highest customer proximity. It has more than two million cooperative members and 3.75 million customers and maintains customer relationships with more than 227,000 companies in Switzerland. The bank's Customer Service Center (CSC) provides service to an abundance of customers through various channels year after year. As part of the "Agent Desktop" project, numerous banking systems and applications are to be integrated, and their data is to be displayed uniformly. With the BSI Customer Suite, Raiffeisen Switzerland's CSC has selected a state-of-the-art software solution that provides data storage and processing exclusively in Switzerland.

Industry-specific features and flexibility as the deciding factors

BSI, the Swiss software company, was able to prevail against other vendors during the bank's selection process. In addition to meeting the requirements, BSI Software's combination of banking expertise, technical flexibility, and personal, partnership-based communication on an equal footing was the deciding factor for Raiffeisen's selection.

"With the BSI Customer Suite, we have found a banking-specific platform that perfectly meets our banking-related requirements and needs for flexibility and user-friendliness. In particular, we treasure the pleasant and professional collaboration with the BSI Software team," explains Manuel Lüchinger, Head of the Customer Service Center at Raiffeisen Switzerland.

BSI impresses with industry focus and implementation expertise

The project was launched in September 2023 with an intensive setup phase. Soon after, the BSI Customer Suite went live within the scheduled timeline. Since then, the platform has been gradually deployed into a production environment – this has included the configuration of many processes and the option of going live with new processes or changing them with a minimum of effort. The roughly 200 users working with the solution in the production environment value its user-friendliness. In addition, the CSC team of the Raiffeisen Switzerland Cooperative is impressed with the platform's configuration-related flexibility and its industry focus.

"The project we have done with Raiffeisen Switzerland Cooperative's CSC is an example of how banks can combine efficiency and customer proximity through intelligent platform solutions. We are especially happy that Raiffeisen Switzerland was not only impressed with our technology, but also

with our people and industry expertise,” emphasizes René Konrad, Community Manager Banking at BSI Software.

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About BSI Software

BSI Software is a leading European provider of software solutions for Customer Relationship Management (CRM) and Customer Experience (CX). The company’s BSI Customer Suite supports businesses in regulated industries, such as banking, insurance, retail, and energy and utilities, with the holistic design of digital customer relationships along the entire customer journey. In the DACH region, BSI Software is the market leader in its focus industries.

The modular, scalable, and holistic customer platform provides comprehensive functions for marketing automation, sales support, and service processes – they are AI-based, compliance-conforming, and technologically a cut above. Also included are the AI-powered BSI Companion, the CRM solution with a generative 360° customer view, and automation using agentic AI. Thanks to BSI’s multi-cloud strategy and model-agnostic approach, companies retain flexibility when it comes to selecting their infrastructure and AI models.

BSI Software combines technological expertise with an in-depth industry understanding. Customers include well-known companies such as ADAC, Hornbach, Techem, PostFinance, Raiffeisen Banking Group, and Signal Iduna.