

New multi-agent system for CRM and CX: BSI Software introduces high-performing “Customer Agents”

Baden, November 4, 2025 – Today, BSI Software, the leading European CRM and CX software company, presented multiple new “Customer Agents” in the BSI Customer Suite on the occasion of its BSI Customer Summit 2025. These multi-step AI agents broaden the already existing agentic AI functions in the company’s CRM/CX platform and can be applied to automate work processes in sales, service, and marketing – in particular with a focus on the insurance, bank, retail, and energy & utilities industries. Involved are hundreds of AI agents that can work together as one multi-agent system to process complex problems with higher efficiency.

BSI customers such as BLKB, Nürnberger Versicherung, and Walbusch already deploy BSI Customer Agents today to automate business processes and design smart customer interactions. The companies rely on a network of different customer support agents that perform diverse tasks and can interact with each other, for example, in customer service, data analysis, or product consulting. This month, BSI is introducing additional BSI Customer Agents, which can autonomously manage complex tasks in several process steps, for example, with respect to reviewing damage reports.

“Our Customer Agents are entirely model-agnostic and ensure the full technological sovereignty of our customers,” says Christoph Bräunlich, Head of AI at BSI Software. “They function as efficient day-to-day assistants in large companies, taking on tedious routine work and automating customer-facing work processes wherever it makes sense. Humans continue to be the decision-making authority on all important issues.”

BSI’s Customer Agents operate as a multi-agent system and can easily form a network with each other. In addition, they can be seamlessly integrated into AI peripheral systems, such as Gemini Enterprise, or, for instance, HR, ERP, core banking, or core insurance systems, as long as those solutions provide AI agents. In their interactions with each other, the Customer Agents autonomously manage even the most complex tasks more efficiently, more reliably, and more cost-effectively, and do so in a legally compliant manner. In the process, they design customized and channel independent customer interactions. In addition, the decisions the BSI Customer Agents make can be traced back subsequently. By dividing the agents into groups of specialized, clearly defined AI agents, the error rate decreases significantly in comparison with individually acting AI agents and resource consumption is reduced.

Top-level agents and specialized agents

For its Customer Agents, the Swiss software company distinguishes between “top-level agents” that take on the overall control, and subordinate “specialized agents” that can be tasked with general and industry-specific use cases. Top-level agents in the BSI Customer Suite coordinate the interactions between specialized agents on the basis of a structured, scalable, and highly flexible architecture.

Top-level agents in the BSI Customer Suite include, among others, the Service Agent, which automatically processes customer requests and inquiries or forwards them for efficient processing, and the Sales Agent, which, acting as a digital sales rep, can autonomously create offers in the sales process. In addition, the Marketing Agent can facilitate the creation and optimization of campaigns in real time, and the BSI Voice Agent can take calls, answer requests or concerns via voice output and, if desired, forwards the inquiries to their human colleagues.

As industry specialists, **Specialized agents** can automate a variety of workflows. Examples are:

- In insurance: everything from damage reporting to contract processing
- In banking: from loan applications all the way to financial analyses
- In retail: from sales analyses right up to personalized product recommendations
- In the energy & utilities industry: from meter reading to contract changes
- In the healthcare industry: secure support with switching between health insurance providers and coverage inquiries

With the help of an “Agentic strategy,” companies can redefine or adapt individual specifications or procedures for all Customer Agents overarchingly at any time, for example, if this becomes necessary as a result of a change in their corporate strategy. This instantly eliminates tedious configuration changes for hundreds of agents.

The 2025 BSI Customer Summit, November 4 to 5

At the BSI Customer Summit, BSI will be presenting successful application examples of the deployment of its Customer Agents as well as forward-looking trends in customer relationship management (CRM) and customer experience management (CX). The customer summit takes place at the GDI in Zurich on November 4 and 5. You can virtually attend the event, which will host numerous industry leaders, in a [free livestream](#).

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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.