

Stadtwerke Münster settles on CRM/CX platform from BSI Software

Münster/Baden, November 27, 2025 – Stadtwerke Münster, the municipal utility and one of the largest energy and mobility providers in Westphalia, has given the nod to the Swiss software company BSI Software to restructure its customer and sales processes. The implementation of the BSI Customer Suite, the leading European platform for customer relationship management, is an important building block for the company to ensure a future-proof digital transformation. Going forward, the new AI-powered CRM/CX platform will facilitate the centralized management of all customer processes and pave the way for a uniform 360° customer view.

While the fact that the SAP R3 systems are reaching the end of their support has been a central driver for the conversion, Stadtwerke Münster also expects the new system to innovate and optimize its sales and customer processes. Additionally, the utility anticipates that the implementation will benefit its customer service over the long term. The municipal utility has gained many insights from the 360° customer view of its previous CRM system and plans to capitalize on the conversion to further enhance its customers' service experience.

“By switching to the BSI Customer Suite, we are setting a state-of-the-art foundation for our sales and service processes for the future. Even now, before the launch, top-notch usability in everyday customer service is extremely important to us. In the end, this will allow our employees to provide the best possible support to our customers, including individualized service,” explains Ralf Mertins, Head of the Market and Customer Department at Stadtwerke Münster.

A first-class customer experience is the focus

The BSI Customer Suite is a CRM that maps the entire customer lifecycle – from lead and contact management all the way to the management of marketing campaigns. The new platform facilitates the secure processing of even very large data volumes and intelligently links customer data from various systems. Stadtwerke Münster, together with BSI Software and its long-standing integration partners adesso and Consurance, has already taken the first few successful steps toward the implementation.

“With the implementation of the new CRM system, Stadtwerke Münster is creating a state-of-the-art, configurable platform that integrates seamlessly into the S/4HANA system world and provides new functions for sales, service, and marketing,” states Sebastian Louis, Community Manager Energy

& Utilities at BSI Software. “We are very happy that they opted for our industry expertise in the energy & utility industry. They will be able to create measurable added value for their employees and customers with our modular solution.”

Press contact

BSI Software Germany
Lübecker Str. 128, DE-22087 Hamburg
presse@bsi-software.com
www.bsi-software.com

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.

About Stadtwerke Münster

Team Münster consists of more than 1,400 employees at the municipal network and public utility. They supply people in the city of Münster and beyond with electricity, natural gas, district heat, and drinking water, and provide fiber-optic internet connections. Stadtwerke Münster is also responsible for sustainable mobility in Münster and is committed to climate protection and the expansion of renewable energy. Its customers are at the center of all their actions: Stadtwerke Münster gives them advice and provides service online and in person.