

EnBW chooses BSI Software as its central AI-based customer service platform for all EnBW and Yello customer interactions

Karlsruhe/Baden, January 22, 2026 – EnBW Energie Baden-Württemberg AG, one of the largest integrated energy companies in Germany and Europe, chooses BSI Software for the implementation of its new, company-wide service platform for EnBW and Yello customers. By the end of 2026, the energy supplier will have rolled out the BSI Customer Suite, the leading European CRM and CX platform, with subsequent expansion stages to follow. The rollout lays the foundation for centralized customer data management and AI-supported automation of customer processes.

By choosing the BSI Customer Suite, all existing customer data, communication channels and service formats will be orchestrated on a centralized platform in the future, and hundreds of the company's end-to-end customer processes will be mapped – from address changes when moving house and changes in advance payments to tariff changes. For the employees, this will create a consistent and integrated system that is tailored specifically to the working methods of the EnBW teams.

“The BSI Software team impressed us during a seven-month selection process. Technologically, BSI Software, as a European provider, is on par to American solutions in every respect. Thanks to the platform's technology-neutral approach, we are future-proofing our customer relationship management and can further improve our service quality through agentic AI,” says Dennis Kraft, Head of Digital Capabilities at EnBW, who played a key role in the discussions with BSI.

Agentic AI: smart automation in sales, service and marketing

By using the AI-based CRM and CX platform, EnBW will significantly reduce manual processing times in request management and provide consistent service for its customers across all touchpoints. To this end, EnBW will gradually introduce AI agents from BSI Software in the areas of services and sales. These multi-step AI agents will work together as a networked system to process complex tasks and service requests autonomously. Thus, with the help of agentic AI, numerous standard processes in the energy industry will be automated efficiently and scalably, including meter readings, contract and address changes or responding to status inquiries for orders. In addition, the new centralized AI-based knowledge management will support employees in their work by providing context-related information when responding to customer inquiries.

Central customer database for several million customers

With the introduction of the BSI Customer Suite, the BSI Customer Data Platform (CDP) will form the new backbone of EnBW's data strategy and work as a central database for the structured, GDPR-compliant management of its customers. BSI CDP will collect, consolidate and structure EnBW customer data from all

systems in real time. This will result in uniform, error-free and complete data sets as the basis for a reliable 360° customer view.

“During the selection process, we were impressed by the steep learning curve of the EnBW team, meaning that they were able to configure the BSI Customer Suite independently after only a short time. We are looking forward to the upcoming project, which we will master together,” says Sebastian Louis, Community Manager Energy & Utilities 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.

About EnBW Energie Baden-Württemberg AG

With around 30,000 employees, EnBW is one of the largest energy companies in Germany and Europe. It supplies around 5.5 million customers with energy and is active at all stages of the value chain, from generation and trading to network operation and the distribution of electricity, heat, and gas. As part of its realignment from a traditional energy supplier to a sustainable infrastructure company, the expansion of renewable energies and the distribution and transport networks for electricity, gas, and hydrogen are cornerstones of EnBW's growth strategy and the focus of its investments. EnBW plans to invest up to €50 billion by 2030, around 85 percent of which will be in Germany. By then, around 80 percent of EnBW's generation portfolio is to consist of renewable energies, with the aim of phasing out coal by the end of 2028, provided that the framework conditions allow this. These are key milestones on the way to achieving the net-zero target for the company's own greenhouse gas emissions in 2040.