

Luzerner Kantonalbank to optimize the customer experience with BSI Software



Baden, 14 May 2025 – Luzerner Kantonalbank AG (LUKB) has selected the BSI Customer Suite to transform its customer interaction management. The bank made this decision as part of a comprehensive evaluation from which BSI Software emerged on top with its modular and customer experience-focused solution, the BSI Customer Suite. LUKB's goal is to use a single system that is intelligent, automated, and data-based for all touchpoints.

Luzerner Kantonalbank AG (LUKB) is the leading bank in the canton of Lucerne and one of the ten largest banks in Switzerland. Its focus is on innovation and customer proximity. In 2024, for example, LUKB was the first long-established Swiss bank to launch the deposit and withdrawal of cryptocurrencies with secure custody. At the same time, the bank shows its commitment to a sustainable future in the Lucerne economic area with the LUKB Future Award (LUKB-Zukunftspreis). Digital transformation is part of LUKB's strategy, and the goal is not only to achieve efficiency gains but also to continue to strengthen its already solid customer proximity in the digital realm.

Rethinking its customer interaction management

LUKB engaged in a multi-stage evaluation process before it arrived at the decision to go with the BSI Customer Suite. Ultimately, BSI Software was the obvious choice: Its BSI Customer Suite, a standard software solution made in Switzerland, was the best match for Luzerner Kantonalbank not only because of its functional depth and high degree of configurability, but also because of the wide range of possibilities it offers. In the future, LUKB plans to manage its customer interactions, such as through e-mail, its website, direct mail, and e-banking, all by using a single system.

During the project, a major challenge was the new software solution's integration into the bank's existing system landscape, in particular the data migration to the cloud. Here, too, the added value of partnering with BSI, a company with a deep understanding of banking processes and system integration, was evident.

Automation saves time for more customer proximity

First successes with the BSI Customer Suite are already apparent: As part of implementing the Data Protection Act (FADP) and the data updating requirements, for example, LUKB is in the process of

introducing a communication process that will be used to update existing customer data. The successful combination of efficiency, automation, and customer centricity is an example of the path the bank is taking forward. For example, new use cases will focus on supporting product offers right at the time a customer needs them. The increase in automation reduces everyday customer service tasks, instead creating space for personal customer consultations on complex concerns or requests – with the goal of boosting customer satisfaction and building long-lasting relationships.

Creating added value, supporting change, and shaping the future

LUKB has defined its next steps clearly: It will be setting up, evaluating, and rolling out more processes. Supporting the change in work methods also plays a critical role in this process, because this change is essential to making the very best use of the new options.

“BSI Software won us over as a complete package. The modular architecture, thoughtful interaction management, and low-code/no-code configuration options were critical to us.”

Urs Meier, Head of Online Channels at Luzerner Kantonalbank

“We are very happy to have the opportunity to support LUKB on its CX journey. The decision to go with BSI is also a strong signal of the importance of collaborating with a provider that combines industry expertise, security, customer proximity, and innovative strength.”

René Konrad, Business Unit Banking Manager at BSI Software

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Urs Meier, Head of Online Channels, Luzerner Kantonalbank

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