

More power to customer service: BSI Software as the proud implementation partner of the Stadtwerke Lübeck Group



Baden, August 7, 2025. **BSI Software, the designer of the BSI Customer Suite, the integrated CRM/CX platform, has successfully expanded its customer portfolio: The Stadtwerke Lübeck Group selected BSI's solution to advance the targeted digitization of its customer relationships. With the CRM solution from the Swiss software company, all of the Group's customer data will be centralized in the future – a key step toward a comprehensive 360° customer view. The BSI Customer Suite's high degree of configurability and its powerful interfaces have facilitated a rapid implementation.**

Municipal proximity meets digital excellence – with BSI Software

Under the umbrella of the Stadtwerke Lübeck Group, energy, digitalization, mobility, and infrastructure are operated, developed, and networked throughout the Lübeck economic area, and an effective portfolio of services and products facilitates a level of public service covering all areas of life. As a municipal company closely connected to the region's people and businesses, the Group wants to exemplify this customer proximity digitally as well. By selecting the BSI Customer Suite, the Stadtwerke Lübeck now counts on a platform that facilitates customer orientation technologically as well – without media disruptions or data silos.

A common foundation for service and sales – the BSI Customer Suite

"By launching the BSI Customer Suite, we are specifically driving the digitization of customer relationships forward. The group-wide implementation of the customer platform facilitates centralized, data-based, and proficient customer support with a uniform 360° view of all customers. This gives marketing, sales, and customer service access to the same real-time database going forward," explains Christoph Schweizer, Managing Director Market & Digitalization at the Stadtwerke Lübeck.

Sebastian Louis, Community Manager E&U at BSI Software, emphasizes: *"We are honored to pave the way toward efficient processes and digital customer proximity with our BSI Customer Suite in the E&U industry. The suite fully meets the Stadtwerke Lübeck's specification for a releasable standard solution that does not require a significant amount of specific development work. With our leading, holistic CRM/CX platform made in Europe, we offer an exceptional degree of flexibility, especially for highly regulated industries."*

Artificial Intelligence – The next step with BSI Software

Together with BSI Software, the Stadtwerke Lübeck Group is planning to integrate artificial intelligence as the next project step, with the goal of efficiently automating routine tasks. Under the keyword “customer inquiry recognition,” the BSI platform can recognize inquiries and documents with support from AI and assign them to specific departments for further processing. For customers such as the Stadtwerke Lübeck Group, speeding up customer service processes with AI clearly provides added value.

BSI Media Contact

BSI Software

Phone: +49 (0) 40 180 240-803

Email: inken.martens@bsi-software.com

www.bsi-software.com

Pictures

Credits: Stadtwerke Lübeck Group:



Credits: Stadtwerke Lübeck Group:



Christoph Schweizer, Managing Director Market & Digitalization at Stadtwerke Lübeck

Credits: BSI Software:



Sebastian Louis, Community Manager E&U at BSI Software