

## CCI Berlin takes customer service to the next level with new digital customer platform

**BSI Software's CRM/CX platform, made in Europe, facilitates a holistic view of all data in a central system**

**Berlin/Baden, March 24, 2026** – The Chamber of Commerce and Industry (CCI) of Berlin has implemented the BSI Customer Suite from BSI Software to simplify its customer service. With this digital CRM/CX platform from the European software company, CCI Berlin plans to strengthen customer relationships and improve service quality. Around 400 employees will be working with the software in the future.

Together with its integration partner BearingPoint, CCI Berlin, a public corporation, has brought its IT landscape up to date within twelve months. Its digital transformation project involves several million data records, which about 400 employees will be working with. The new software solution for Customer Relationship Management (CRM) combines all essential information, such as membership data and events, into a central system and focuses on members and people rather than membership numbers.

The BSI Customer Suite brings down the processing times of the past, therefore ensuring greater efficiency, lower costs, and better service quality. CCI Berlin's digitization project serves as an example for other public institutions that want to improve their customer service.

### **A comprehensive view of customer data and interactions**

The available data is consolidated in CCI Berlin's new BSI Customer Suite, whether it is company data, customer data, qualifications, committees, events, or examinations, and all relevant interactions and relationships with companies and people are mapped holistically. This creates a comprehensive, centralized view, which facilitates more efficient and personalized communication between companies and the CCI.

### **Centralized instead of fragmented: One CRM for everything**

CCI Berlin made the decision in favor of the BSI Customer Suite quite deliberately: The platform's modular architecture, holistic approach, and ability to replace existing peripheral systems outside the core system won the CCI over. Additionally, the Suite is the only fully integrated CRM/CX solution

developed in Europe with deeply integrated AI that ensures the highest level of data protection, digital sovereignty, and maximum flexibility at the same time.

Therefore, CCI Berlin will reap the benefits from a CRM solution without technology breaks going forward. The solution reliably supports all departments as well as customer reps and marketing in their daily work, resulting in a solution that connects departments and processes quickly and smoothly.

### Step by step toward the CX vision

This year, CCI Berlin is focusing on the core functionalities of its customer platform: simplified processes, faster customer interactions, and an end-to-end workflow system. The next step in the medium term will be the Customer Experience (CX), which involves the mapping of approximately 700 of the CCI's topics and products in the BSI Customer Suite. This includes, for example, its event management and corresponding processes, such as the invitation management. Going forward, CCI Berlin may also consider using artificial intelligence to improve data quality.

*"With the BSI Customer Suite, we now have a European CRM solution that maps relationships in all their complexity. Its modularity and intuitive, straightforward application make this customer platform the first choice for our digital future."*

**Stephan Wolter**, CIO at CCI Berlin

*"With the CRM 2.0 project, CCI Berlin is creating a paradigm shift: from an on-premises legacy system landscape to the cloud and on to the state-of-the-art and flexible BSI Customer Suite. It combines many functions into a central platform that were previously scattered across several systems. Whether traditional CRM, event management, or invitation management is concerned, CCI Berlin can now map all of it efficiently."*

**Daniel Klemm**, Senior Technology Architect at BearingPoint

*"The Berlin Chamber of Industry and Commerce is rethinking CRM and, what's more, has allowed us to support it in this process. The openness of all parties involved and the joint creative drive make this project an example of a partnership on equal terms."*

**Adrian Paffrath**, Creator of Customer Delight at BSI Software

## **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.

## **Berlin Chamber of Industry and Commerce**

CCI Berlin represents the interests of industrial, trade, and service companies in Germany's capital. As a central contact point, it supports its members during all phases of economic life – from training to establishing companies to international expansion – therefore promoting the economic success of its members with a diverse range of services, committee work, and events.