



Business Process Outsourcing

Do you want to keep costs low while maintaining high quality standards?

We can help you manage the great number of CRM processes and save on internal resources. For example, we take care of production and dispatch of customer cards, operate a call centre or reward shop for you, or manage the address handling.

If necessary, we can also act as a reliable general contractor. For instance, we are responsible for all of the CRM operations of Deutsche Bahn from the implementation and operation of a CRM system platform to the execution of online and offline marketing activities. We take on the entire logistics in relation to the BahnCard and manage the bahn.bonus and bahn.comfort programmes. We coordinate all the service providers, provide technical support and ensure all the data required for additional business decisions (data warehouse / reporting) is formatted accordingly.