

Media release

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With the latest chatbot technology, the digital platform "HelloNina" now offers round-the-clock consulting opportunities for startups and SMEs.

BDO expand their extensive range of consulting services and thereby meet the zeitgeist.

(Zurich), Back in 2017, BDO launched its digital platform "[HelloNina.ch](https://www.hellonina.ch)", which in the meantime has become a solid institution for startups and SMEs.

In addition to the existing explanatory videos, experience videos of founders and further links to corporate topics, HelloNina and their large team of experts now offer personal and chatbot-related advice on key entrepreneurship issues, such as business startup, team expansion, finances and customer acquisition. And best of all: this service is available around the clock.

With this step, HelloNina wants to exploit the digital possibilities in its startup and SME consulting – especially to meet the demands of their target groups. A progressive approach that enables founders and entrepreneurs to navigate the bureaucratic and regulatory jungle as efficiently and quickly as possible. In addition, availability around the clock meets the general zeitgeist.

*"With **HelloNina**, we have been receiving professional support from our accounting department since the beginning of our collaboration. Technically, the team of experts is able to explain complex financial issues to us simply and efficiently and to relieve us of administrative burden. At the same time, **HelloNina** continues to bring digitalswitzerland forward with its advanced, agile approach to digitization," confirms **Nicolas Bürer**, Managing Director digitalswitzerland.*

Markus Helbling, member of the Executive Board BDO and Chairman of the Board of Directors **HelloNina** AG, emphasizes: *"Nowadays, advice must not only be efficient and individual, but also independent of time and place. **HelloNina** offers exactly this form of advice. With startup and business information as well as extensive tips and tools, **HelloNina** makes everyday life easier for entrepreneurs. Together, chatbot technology and experts support startups before and after the foundation. In this way, we combine the advantages of the cooperation of bots and humans in support of our customers. That's how we define advanced customer service in the digital age."*

*"With digitalization, most companies are facing many exciting changes. The use of an advisory chatbot can be an essential supportive component of this, because the communication with customers is process-based, interactive as well as independent of time and place. **HelloNina** enables BDO to develop and develop online services for startups and SMEs agile and innovative," says **Werner Schiesser**, CEO BDO Switzerland.*

Against this background, the HelloNina team is working hard to develop their digital consulting services in order to continuously develop the chatbot dialogue with customers.

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*About **HelloNina** AG*

***HelloNina** AG was founded in 2017 as a subsidiary of BDO Switzerland. The online platform of **HelloNina** supports startups, entrepreneurs and SMEs with multimedia content, chatbot-based customer dialogue and individual expert advice. These services include the four business areas "Start a Business", "Manage Finances", "Expand the Team", and "Find Clients". www.hellonina.ch*

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