



**swisscom**

## We are Swisscom

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### **OUR PROMISE – What do we stand for?**

**We bring people together.**

**We simplify and enrich our customers' lives.**

**We inspire others with our expertise, reliability and zest for life.**

### **OUR GOALS – Where do we want to go?**

#### **Winning hearts**

Our customers are the focal point of our thoughts and actions. They value our unmistakable and consummate experiences. We arouse emotions and convey enjoyment, offering first-class quality and service all from a single source. Swisscom is one of Switzerland's favourite brands.

#### **Making things simple**

We are optimising our activities. We constantly ask ourselves what we can make simpler and how we can reduce our costs while still delivering the same or even better service to our customers. We tap into the resulting potential with a view to consistently enhancing customer benefits as well as our own competitiveness. We achieve sustainable success through focus and simplicity.

#### **Shaping the future**

The world is full of ideas. We combine the best of these for our customers' benefit. To this end we penetrate new markets, foster successful partnerships, participate in projects with future potential and promote innovations that promise added value both for our customers and for Swisscom.

### **OUR PRINCIPLES – What guides us?**

#### **Passionate about customers**

I am passionate about the work I do for our customers. I work closely with them, listen to what they have to say, identify and empathise with them. Our customers are the inspiration for the experiences that we create for them. I surprise them, convey enjoyment and inspire by providing the best service.

#### **Heart and soul**

I put my heart and soul into everything I do. I unleash individual potential and promote both diversity and creativity in myself and in others. I am committed to creating an inspiring working environment. As a line manager, I create fertile conditions for individual responsibility and personal development by providing freedom and scope for further advancement.

#### **Dialogue and cooperation**

I encourage dialogue and cooperation with a view to enhancing impact. I am bold, inquisitive, learn from others and promote team sharing. I stand for the whole company and act consistently and efficiently. I analyse my own actions objectively, with no ifs or buts.

#### **Focus on the essentials**

I make things simple and better. I avoid activities that offer no added value for customers. I generate savings without compromising the customer experience.

#### **Responsible for today and tomorrow**

I am responsible for today and tomorrow. I am reliable, deliver on my promises and take responsibility for society and our environment. This is how I convey security and establish trust. Swisscom is true to its Swiss roots.

We are Swisscom – we are full of life.