

More speed at home, more benefits when on the move: Swisscom helps households and SMEs get ready for the new normal

Residential customers and SMEs with the cheapest Internet subscriptions are now surfing up to twice as fast for the same price – without any additional costs. What’s more, couples, families and flatmates can now benefit from free add-on packages or a discount on their mobile subscription. Digitisation, working from home, online learning and a vast increase in videos on news pages are causing a veritable explosion in data volumes.

It was three years ago now that the average Swiss household first transferred more than one terabyte of data per year in the fixed network – approximately ten times more than 8 years earlier. And there has been even stronger growth in the mobile network: according to a recent study by Sotomo, the volume of data has increased 200-fold since 2010. Growth continued in both the fixed and mobile network during the pandemic. Even the experience of the large-scale easing in summer 2020 does not suggest a return to how things were pre-covid. Swisscom’s network expansion strategy, which we announced back in early 2020, is therefore all the more important: by 2025, up to 60% of households and businesses will be equipped with fibre to the home or office, allowing customers in conurbations and some rural areas to surf at speeds of up to 10 Gbit/s. Swisscom is, however, also upgrading many of the remaining connections and significantly increasing speeds – to up to 500 Mbit/s. “For anyone working from home, managing their business online or anyone who simply wants to stream music and videos, play online games or read the news – we and our network are ready,” explains Dirk Wierzbitzki, Head of Residential Customers and Member of the Management Board. “Over the last 15 months, Switzerland has undergone a digital development that, before the pandemic, we would have expected to take until the middle of the decade. We want as many people as possible to benefit from this and are therefore significantly increasing the speeds of our most popular entry-level offers – at no extra cost.”

Specifically, this means that, with immediate effect, Swisscom is increasing speeds for residential customers at no additional cost:

- From 50 Mbit/s to 100 Mbit/s for inOne home Internet S
- From 200 Mbit/s to 300 Mbit/s for inOne home Internet M

The majority of inOne customers will therefore enjoy faster speeds at no extra cost.

For SME customers, Swisscom is increasing:

- Business Internet S, from 50 Mbit/s to 100 Mbit/s
- Business Internet M, from 200 Mbit/s to 300 Mbit/s

New Family Benefit: even more flexible benefits for people living together – including prepaid

Swisscom has also updated its benefit programme for people living in the same household with Swisscom Internet and mobile subscriptions. Customers can now choose between lower monthly subscription costs or free additional services. Customers combining inOne home (Internet plus optional Swisscom blue TV and/or telephone) with inOne mobile go:

- Will receive a CHF 20.– discount per month on the first mobile subscription. The most popular inOne mobile go subscription will then cost CHF 60.– per month, or just CHF 50.– per month for everyone under 30
- Will receive a monthly discount of CHF 30.– on each additional mobile subscription in the household. inOne mobile go will then cost just CHF 50.– per month, or 40.– for everyone under 30
- Or, alternatively, can select the options “International Calls” (unlimited calls to the EU/Western Europe/USA/Canada) plus “Connect Pack” (maximum available speed and use of the inOne subscription on up to 3 additional devices), worth CHF 40.–, per month at no extra cost.
- There are also benefits for prepaid users: any prepaid go and go young users living in the inOne home household will receive 500 MB of free data per month.
- The new inOne Family benefit will be automatically awarded to all new customers who meet the eligibility criteria. Existing customers receiving the previous inOne benefit will be switched to the new Family benefit when renewing their contract.

Dirk Wierzbitzki: “More speed for our customers as well as an attractive offer that helps families combine mobile and fixed-line services even more easily – we also consider this a contribution to society. At a time when we are all increasingly learning, working and streaming online at home, our network is more essential than ever. At the same time, the last few months have shown that we can cope with this burden thanks to annual investments of around CHF 1.6 billion. Not only for today, but also for the future. Bandwidth requirements and data usage are still increasing – and there is no end in sight.”

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