



Swisscom and digitec strengthen strategic sales partnership

Swisscom and digitec have entered a strategic partnership. Their collaboration will create significant benefits for customers of both companies through simpler ordering procedures, a wider choice of devices and joint offers.

Swisscom and digitec have strengthened their strategic sales partnership for mobile communication. “Our customers will benefit most from this cooperation with digitec,” says Torsten Brodt, Swisscom’s Head of Mobile Communication. “We also hope it will bring us even greater growth in sales of mobile phone subscriptions through efficient online channels.” According to Martin Walthert, digitec’s Chief Marketing Officer, “We look forward to providing many interesting offers in the near future thanks to our even closer cooperation with Swisscom. The new product cooperation also means that Swisscom customers can now benefit from an even bigger selection of mobile phones.”

The partnership brings Swisscom and digitec even closer together and enables them to offer their customers a number of advantages. For instance, the process for ordering devices with a Swisscom subscription will be far simpler via digitec.ch. Customers who access the site will discover a new, user-friendly and intuitive microsite where they can order their device directly online and extend their Swisscom subscription. Thanks to this cooperation with digitec, Swisscom customers now have an even wider range of devices to choose from. Swisscom will therefore add many of the devices offered by digitec in its own Online Shop together with a direct link to digitec. A live chat function has been integrated into both web sites, enabling Swisscom to offer direct online advice to customers in need of assistance. Up to now, this popular service was available only on the Swisscom Online Shop. The two partners plan to advertise selected models together and offer their customers attractive special offers.

Berne, 1 June 2015