



swisscom

Press Release

New in Swisscom Shops: scan, pay and go

Shopping has become much easier and faster in Swisscom Shops, as customers can now use the My Swisscom app in more than 100 Swisscom Shops to scan accessories of up to CHF 100 in value, pay for them and take them home.

“We want to make our customers’ lives as easy as possible,” says Pierre-Luc Marilley, Head of Sales at Swisscom, in reference to the new service. “So it’s important that visiting our shops is as smooth an experience as possible, too. With the self-checkout, we hope to provide our customers with the best service.”.

Self-checkout systems are enjoying enormous popularity in the retail sector. With the new service, Swisscom is now the first telecommunications company to also offer its customers the option of making their visit to the shop even faster and easier.

The process is simple: In the shop, the customer opens the free My Swisscom app and accesses the new service via the “Scan accessory and pay” tab. He or she then scans the selected accessory via the smartphone camera using the app’s built-in barcode scanner. Once the accessory has been identified and the price verified, the customer can select his or her preferred payment method – either via Swisscom invoice or a credit card (Visa and Mastercard). Once the payment process is completed, the sales receipt is e-mailed directly to the customer and the accessory can be taken home.

More information: www.swisscom.ch/selfcheckout

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