



Swisscom easy point: Simple requests, handled directly

Quickly, uncomplicated and flexible. Swisscom launched a new service channel, the Swisscom easy point, together with Valora on 22 January 2018. In future, Swisscom customers will be able to benefit from numerous services via Valora points of sale, throughout the whole of Switzerland. For example, you will be able to collect your new router or Swisscom TV box directly at the kiosk. This means simple requests can be handled directly. The services of Swisscom easy point are to be expanded on an ongoing basis over the coming months.

Swisscom easy point is really simple: the customer can choose the option "self-collection" for his/her order. After concluding the order, they will receive an SMS or e-mail with a personal collection ticket. They then simply need to take this to the nearest Valora point of sale (kiosk, Press & Books or avec) with a Swisscom easy point – and can collect the ordered material directly. And all of this works without having to reserve anything or choose a point of sale and time in advance. The option "self-collection" is currently available for selected product groups – such as routers, Swisscom TV boxes or Fibre Kits.

"With Swisscom easy point, we are expanding our range of services and offering our customers the freedom to collect their products immediately from wherever they choose – independent of the opening times of the regular Swisscom Shops. This means we are complying with the wish for more simplicity and flexibility", says Maria Randazzo, who is responsible for Swisscom easy point. "And Valora is the perfect partner in many respects: with its corporate values – nearby, fast, convenient and fresh – it embodies precisely those things which we want to offer our customers with Swisscom easy point. Valora has many years of experience in retail business and mature processes, which Swisscom customers can now also benefit from. Thanks to the large number of Valora points of sale throughout Switzerland, we are also improving the proximity to our customers – which in turn enables us to offer even better service."

"We are pleased to be able to offer a new service in our national point of sale network in Switzerland with Swisscom easy point", says Oliver Kneier, Project Manager Swisscom easy point at Valora. "Our goal is to



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offer our customers an ever-increasing number of new and simple services, in addition to the traditional kiosk assortment. This handy offer therefore fits in perfectly with our portfolio."

The journey continues

The services of Swisscom easy point are to be expanded on an ongoing basis over the coming months. For example, Swisscom and Valora are currently working on a service for all new mobile customers, who will need to register with an official ID document due to the new statutory identification requirements, which will enter into force in June 2018. Furthermore, both companies are also currently reviewing the implementation of two additional services. First of all, the ability to obtain and activate a SIM card directly from a Swisscom easy point. And secondly, the "pick-up" offering, which will allow Swisscom customers to have devices they order sent directly to the Swisscom easy point of their choice.

Further information

www.swisscom.ch/easypoint

Available Swisscom easy point locations

<https://www.swisscom.ch/en/residential/easypoint-map.html>

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