



New Experience Centre in Basel: “House of Swisscom” opens its doors

Next generation advice, support and shopping. Today, the first new Swisscom Competence and Experience Centre opens its doors in Basel. Here, residential and business customers mingle, chat, drink great coffee, get tips and discover new things.

Advice is available in the cosy living room and the latest products in the Innovation Zone. The optimum cocktail of accessories is mixed at the accessories bar, and your devices are repaired in the Repair Center while you enjoy your coffee and homemade sandwich or delicious mini cheesecake: “House of Swisscom”, Marktplatz 11 in Basel city centre is more of a home from home than a shop. “That’s exactly how you feel here – welcome and at ease”, explains Helia Burgunder, Head of Swisscom Shops. “We have created the perfect zone for every need, whether you want detailed advice, already have a specific product in mind, come to us with a request, or are seeking innovations to capture your imagination. You can of course just drop by, have a coffee and spend some time with us.” Swisscom teamed up with SV Schweiz to create its own experience concept for the coffee zone: “Koffi” is prepared by trained baristas, and aside from premium coffee specialities, selected snacks and desserts are served.

The Swisscom Academy, formerly in Wallstrasse, is now a part of the House of Swisscom. Over the last 10 years, the Academy’s courses have helped 350,000 people get going in the connected world. “Our House of Swisscom concept is state-of-the-art in Switzerland”, says Marc Werner, Head of Sales & Service and member of the Swisscom Group Executive Board. “We know how customers feel. There are occasions when you simply want more detailed advice and would like someone to spend more time with you on the matter. That’s why we have brought together a diverse group of specialists under one roof to meet these needs.” Swisscom is trialling new shopping experiences with House of Swisscom. If the concept is successful, Swisscom plans to adapt it for other Swisscom Shops and open a “House of Swisscom” in other large cities.

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