

Experience more in the new Swisscom Shops

Modern communication technologies are becoming an integral part of people's day-to-day lives, but they are also placing high demands on the product range and advisory expertise of providers such as Swisscom. Swisscom has responded to this trend by customising its advisory offering and introducing a new concept in its shops whereby customers can give products and services a test run live on site. The new design will be rolled out in all stores by the end of 2014.

Racking up over 5 million visits per year, the 131 Swisscom Shops play a key role in Swisscom's customer care experience. The digital world is changing fast, and so are customers' expectations: "Studies show that our customers are making more conscious use of technology in their day-to-day lives. At the same time, however, they have higher demands in terms of the shopping experience and expertise they expect from providers such as Swisscom," says Christian Petit, Head of Residential Customers at Swisscom. More than half of Swisscom customers read up on the products and services they're interested in on the Internet before they visit a shop. This means they also come into the shop with concrete expectations. That said, there are still numerous customers who are looking for comprehensive support on how to use the new technologies available.

New shop concept: get customised advice and experience products hands-on

Swisscom is redesigning its Swisscom Shops to respond to the growing technical know-how and differing expectations of its customers. The concept is based on customised advice and the opportunity to experience products and services directly on site. From now on, customers will be greeted in person by a Swisscom employee; the previous ticket machine system will become a thing of the past. Shop employees will be equipped with iPads and will be able to assist their customers directly next to the product concerned. This will help them foster closer relationships with their customers and allow them to complete all steps in the order process in one go - from product enquiries right through to payment.



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Customers can trial run the comprehensive product offering directly in the store, as well as find out about all the latest trends from the digital world and try out useful applications for their day-to-day lives. If customers need additional tips and tricks, Swisscom also offers practical courses on how to get the most out of their smartphones, tablets and Swisscom TV. The courses are held throughout Switzerland. Selected shops contain specially created SME centres to provide business customers with advice and support tailored to their specific needs. Visually, the shops are centred around warm materials such as wood and textiles.

Nationwide implementation after successful pilot phase

Swisscom opened its first pilot shop in the Glattzentrum shopping centre in Zurich two years ago and then tested the concept in a total of 15 shops. Following a successful pilot phase, Swisscom is now pushing ahead with nationwide implementation. All Swisscom Shops will be renovated by the end of 2014. Parallel to this, Swisscom is holding intensive training sessions to prepare employees for their new roles.

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