Swisscom starts training customer dialogue specialists

On 2 August 2011, 232 young people begin their apprenticeships at Swisscom, training to become mediamatics technicians, IT technicians, retail specialists, retail assistants, telematics technicians and customer dialogue specialists. The training programme for customer dialogue specialists is being offered this year for the very first time.

For the 232 trainees about to start their training here at Swisscom, today marks their entry into the world of work. At the same time, today also marks the start of the new customer dialogue apprenticeship in Switzerland, with some ten apprentices beginning their training in this new discipline. The new training programme was developed over the past year by the Callnet association working together with companies such as Swisscom. Over a three-year period, the young people will learn the professional way to handle customers, address their needs, advise them optimally by telephone and offer them the best quality service even in difficult situations. Next year, Swisscom will also offer this apprenticeship in French-speaking Switzerland.

Swisscom is currently training 803 apprentices across Switzerland to become mediamatics technicians, IT technicians, retail specialists, retail assistants, telematics technicians and customer dialogue specialists. At Swisscom, the focus lies on promoting the personal development of our apprentices. This is done using a training model that focuses on independence and individual responsibility, which means that unlike traditional vocational apprenticeships, the apprentices get to play an active role in devising their own training schedules. They apply within the company for different practical placements that allow them to learn from experienced employees and devise their training schedules individually in accordance with their own priorities.

This summer, more than 91 per cent of the 231 apprentices completing their training at Swisscom did so successfully.

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