



Further rise in demand for ICT apprenticeships

For 257 young people, today is the day they start their vocational training with Swisscom. Almost half are beginning an ICT apprenticeship. In addition, eleven school leavers have opted for the Bachelor degree course in IT with integrated practice.

Swisscom wants to inspire people in the networked world – not just its customers, but also the next generation of young talent. Which is why it is training around 900 apprentices. A further 26 students are taking advantage of the opportunity to complete a Bachelor degree course in IT with integrated practice at Swisscom.

This August, 257 apprentices will be starting their training in seven different vocational disciplines: Information Technology, Interactive Media Design, Mediamatics, Commercial Education, Retailing Specialist, Call Center Specialist and ICT Professional. Eleven school leavers have opted for the Bachelor degree course in IT. 21 apprentices will be starting their apprenticeships at Swisscom's subsidiary cablex – to become electricians, assembly electricians or network electricians (specialising in telecommunications).

Marc Marthaler, Head of Next Generation: "It is not only our customers that we want to take on the digitisation journey – we want to bring our apprentices and students along too. This year, in addition to our many newly qualified apprentices, we also have our first year group graduating from the Bachelor degree course in IT with integrated practice."

This opens up a great many career opportunities: the students can complete their degree while becoming a sought-after IT professional, for which there is such high demand on the labour market. Overall, the training lasts four years.

Graduating with honours

This summer, 241 apprentices successfully completed their apprenticeships at Swisscom, 26 of whom were awarded a special distinction and top marks. This equates to a pass rate of over 97 percent.



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Press release

cablex saw 13 apprentices ready to join the workforce after passing their final exams. Half of the apprentices have been hired by Swisscom.

Modular apprenticeship at Swisscom

At Swisscom, apprentices put together their own apprenticeship pathway. They apply for different projects, lasting for between one day and six months, which are posted in the internal online marketplace and which provide them with the skills they need. This gives them an insight into many different subject areas, an opportunity to meet new people and familiarise themselves with different areas of the business, and encourages their independence.

www.swisscom.ch/nextgeneration

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