



## **Apple Business Chat: A new way to contact Swisscom Customer Services**

**Swisscom is offering customers who use an iPhone or iPad an additional contact channel. Now you can use Apple Business Chat to get in touch for service.**

Many of Swisscom's more than 6 million mobile customers are Apple users, interested in being able to rapidly and conveniently contact Swisscom regarding service matters. Apple users can now use their iPhone or iPad (Version iOS 11.3 or higher) to make use of Apple Business Chat, expanding the available options for communicating with customer services. Swisscom employees can respond to questions and concerns involving mobile and bundled offers, roaming, invoices, Combox, internet, Swisscom TV and IP telephony via simple text messages.

Marc Werner, Head of Sales & Services at Swisscom is pleased: "Our customers want to be able to contact us quickly and easily, when and where they want, via a range of options. Apple Business Chat gives them greater freedom to compose messages when it's most convenient for them." Another advantage: "The path to the solution for a request is traceable in the message history at all times."

Apple Business Chat is now available in Switzerland in German and French, for Swisscom customers. Swisscom experts are available to customers via Apple Business Chat from 8 am to 8 pm Monday to Friday, and on Saturdays from 8 am to 5 pm. Messages received outside those times are processed by Swisscom on the next working day. Those in need of immediate assistance can still call the hotline at 0800 800 800 or go by one of the some 120 Swisscom shops.



**How Apple Business Chat works**

To start Apple Business Chat for the first time, Apple users of an iPhone or iPad must enter [www.swisscom.ch/start-abc](http://www.swisscom.ch/start-abc) in their browser and click on the Contact button. Customers can then select from a list of topics. Swisscom will soon reply with a receipt confirmation in text message form. The customer is then able to use the messaging app to communicate with Swisscom as needed. The customer initiates a dialogue and can respond whenever they have time, thus being free to set the pace of interaction. The chat history is visible in the messaging app, making it easy to resume a dialogue at a later point in time.

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