



**swisscom**

Press Release

## **Specialists in customer dialogue: Swisscom to offer new apprenticeship from 2011**

**Starting in 2011, in addition to the five existing apprenticeships, Swisscom will offer a new three-year training programme "Specialist in customer dialogue", which includes a Federal Certificate of Proficiency. This new apprenticeship will enhance the profile of customer service jobs. 264 trainees completed an apprenticeship at Swisscom in 2010. Eleven of those completed a two-year basic training programme to become an IT technician or an office assistant with a Federal Vocational Certificate. 244 young people will be starting an apprenticeship at Swisscom in the next few days. There are currently a total of 813 trainees at the company.**

The three-year apprenticeship "Specialist in customer dialogue" leads to a Federal Certificate of Proficiency. The focus of this new apprenticeship is on customers. In addition to working in one of the largest customer service centres in Switzerland, specialists in customer dialogue at Swisscom also have the option of a placement in a Swisscom Shop, in sales, marketing or other related areas. Under the guidance of the Swiss Contact Center Association Callnet, companies such as Swisscom and Billag as well as insurance companies and other industries drew up the guidelines and devised the content for the new apprenticeship programme. The Federal Certificate of Proficiency aims to improve skills in telephone contact with customers, and thereby gives young people the opportunity to receive in-depth training to help them get into a new field which is in great demand in the current economy.

### **Pilot for basic training programmes for IT technicians and office assistants successfully completed**

The first trainees at Swisscom have successfully completed a two-year basic training programme to become IT technicians or office assistants with a Federal Certificate. This certificated basic training programme is an apprenticeship that involves more repetitive activities and fewer subjects and is therefore ideal for practically-minded students wishing to start a career. With appropriate supervision, IT technicians and office assistants were integrated well into the training system which is based on individual responsibility and independence. Most are now completing a shortened traineeship, at the end of which they will obtain a Federal Certificate of Proficiency. Based on the overwhelmingly positive experiences, Swisscom is offering certificated apprenticeships again in 2010 and 2011.



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