



OMNICHANNEL CUSTOMER EXPERIENCE MADE EASY – SWISSCOM GETS A HIGH-TECH TRANSFORMATION

VIDEO TRANSCRIPT

Digital transformation has one important goal. Make things easier.

Swisscom customers want to be able to do business with us, anywhere, any time, and they want the experience to be fast and intuitive.

Their expectations are high. To meet them we needed to rethink our IT infrastructure.

We wanted a modern, multi-layered architecture, that allowed consistency, personalization and fast updates. We worked with Accenture, who brought a wealth of transformation experience.

Together we unified our IT systems via a digital omnichannel platform.

DOCP is a microservice based framework that allows digital decoupling. That allows us to take many complex pieces, like a customer database, product catalogues, and put them in a Behind-the-scenes layer of the system.

The result is a smoother user experience.

Now we are delivering a better experience, whether it is in store, online, in the app, or in the customer care. We know more about what our customers want and need, and we can grow to meet them.

We transformed the systems but also the way we work internally. We are getting new products and services to market faster and easier than

before. Additionally, we were able to reduce development and maintenance costs and to phase out some legacy systems.

With Accenture and DOCP we found a way to make things easier behind the scenes. And we are set up to expand and adjust to future needs and technologies.

It's making a clear impact. With more to come.

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