COMMUNIQUÉ DE PRESSE
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RéseauPostal

Cornèr Bank products to be available in Swiss Post branches

Swiss Post and Cornèr Bank are set to begin a new strategic partnership. From October 18, 2022, Swiss Post branches will be opening their doors to a new partner: Cornèr Bank. Clients will be able to buy and top up Cornèrcard prepaid cards at 154 Swiss Post branches all over Switzerland. In addition, from mid-November, credit card sales are due to start in 20 Swiss Post branches. In addition, branch employees will be able to pass on to Cornèr Bank and Cornèrtrader the details of clients interested in their online savings and trading solutions. This is part of Swiss Post's drive to consolidate the roll out of its «Swiss Post of tomorrow» strategy by continuing to transform its branches into fully operational regional services centers.

On October 18, Cornèr Bank and Swiss Post will begin a strategic partnership comprising two initiatives. First of all, clients will be able to buy and top up Cornèrcard prepaid cards in 154 Swiss Post branches. Secondly, from mid-November, Cornèrcard credit cards are set to go on sale in 20 Swiss Post branches in Ticino and French- and German-speaking Switzerland. In addition, in these 20 branches, Swiss Post employees will be able to pass on to Cornèr Bank and Cornèrtrader the details of clients interested in investment funds and online trading investment solutions – for those clients who expressly request this service. Cornèr Bank and Cornèrtrader will then contact these clients directly. Plans are also afoot to gradually expand the range of services available to clients in 2023.

Swiss Post is opening up its branch network to strategic partners in the banking, insurance, health insurance, healthcare and public administration sectors. Even in this digital age, many people seek personal contact in their lives. This is what Swiss Post can offer in its branches, where clients can easily obtain information and answers to their questions. Swiss Post is thus ensuring that its branches remain an important point of contact for the people of Switzerland by offering them personalized advice. This enables Swiss Post to continue to provide a significant public service through its network – one of the declared objectives of the «Swiss Post of tomorrow» strategy. All Swiss Post branches will continue to offer PostFinance services. «Swiss Post is creating connections between the people of Switzerland and Swiss businesses. We want to make day-to-day life easier for people, ensuring that they are able to enjoy person-to-person contact when purchasing services, even in this digital age, » says Roberto Cirillo, CEO of Swiss Post. «Thanks to our partnership with Cornèr Bank, now that these additional services are on offer in our branches, the people of Switzerland will be able to access even more person-to-person financial services, » added Robert Cirillo.

Cornèr Bank is committed to its partnership with Swiss Post

Vittorio Cornaro is convinced that this partnership and its underlying concept are a good idea. «This partnership with Swiss Post enables us to step up our presence on our main market, Switzerland, and to further diversify our sales channels. Over the years, we have invested heavily in improving our product offering through digital channels. However, we think that being close to our clients, which includes having a physical presence, remains popular and is a winning factor. That's why we are delighted to be part of this collaborative venture, » says the CEO of Cornèr Bank.

Personal contact and advice remain important, even in the digital age

This move confirms that Swiss Post's approach designed to open up its network and establish services centers is the right way to go. The partnerships it has agreed with SwissCaution, Assura, Sympany, Banque Migros and Cornèr Bank are proof that opening up the network meets the needs of a host of businesses keen to offer their clients person-to-person contact, even in the digital age.

Thomas Baur, a manager at RéseauPostal and a member of Swiss Post Group's Senior Management, says: «No one has a network comparable to Swiss Post's; it's unique in Switzerland. We have a presence throughout the country and our staff enjoy a close and trusting relationship with our clients. Moreover, in our branches, our clients can complete several transactions in one place. » According to Thomas Baur, many people do not want to or are not able to do everything online. In addition, by opening up its network, Swiss Post is safeguarding jobs and continuing to provide a vast network of branches owned and operated by the Group. In doing so, Swiss Post is strengthening the economy in the regions and helping to prevent the appearance of services «deserts» in Switzerland.

Swiss Post is in talks with other potential partners with a view to working with them at regional or national level. Thomas Baur concludes: «I am confident that Swiss Post will be in a position to announce new co-operations soon».

Cornèr Group in brief

Cornèr Group is a private, independent Swiss banking group, which offers full-service banking. Cornèr Bank was established in 1952 in Lugano. Its client services and products cover the full range of the standard banking offer while specializing in private banking, finance, the payment cards Visa, Mastercard and Diners Club (Cornèrcard) and online trading (Cornèrtrader), all business areas that underlie the Group's growth. Cornèr Group is made up of the parent bank Cornèr Bank Ltd. in Lugano, its branches in Chiasso, Geneva, Locarno and Zurich, and BonusCard, along with its affiliates Cornèr Bank (Overseas) Limited, Cornèr Europe Ltd., Dinit d.o.o. and Finpromotion. www.cornergroup.ch

Swiss Post and its network strategy

As part of its «Swiss Post of tomorrow» strategy announced in 2020, opening up its network is one of Swiss Post's strategic approaches. During the current strategic period, Swiss Post's objective is to stabilize its network at around 800 owned and operated branches. To be able to maintain this vast network serving the people of Switzerland, Swiss Post is opening it up to services companies and public administration bodies. Partners benefit from Swiss Post's infrastructure and the advice and services provided by its staff (appointments, changes of address, etc.), offering their clientele person-to-person contact through the network of Swiss Post branches, even in this digital age. This enables Swiss Post's partners to step up their presence in the regions and focus even more on looking after their clients. By opening up the network, Swiss Post is establishing new services centers in the regions, thereby creating added value for the whole country.
https://www.post.ch/en/about-us/profile/strategy

Information

Nathalie Dérobert, Swiss Post Press Office, 058 341 00 00, presse@poste.ch
Daniela Gampp, Head of Corporate Communication, Cornèr Bank Ltd. /Cornèrcard, 091 800 56 09,
daniela.gampp@cornercard.ch

Select a document module.

Swiss Post Suisse SA
Communication
Press Office
Wankdorfallee 4
CH-3030 Berne