International Post Corporation

Bernese Seeland: Swiss Post and Bernerland Bank team up

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As part of opening up its network, Swiss Post has entered into a strategic partnership with a further bank. Bernerland Bank is planning to have a presence in 12 Swiss Post branches from June 2024. Through partnerships of this nature, Swiss Post is increasingly transforming its branches into regional service centers. At the same time, Bernerland Bank is tapping into Bernese Seeland as a new market region by partnering with the Swiss Post branch network and opening an additional bank branch in Lyss.

From June 2024, Swiss Post and Bernerland Bank will work together in the Seeland region and in the Bern agglomeration. To this end, a partnership agreement has been signed between the two partners. For Thomas Baur, Head of PostalNetwork and Member of Swiss Post Executive Management, it is a win-win situation: “With Bernerland Bank joining Swiss Post as an additional partner, this shows that our network opening meets the need many companies have to offer their customers personal advice even in the digital age. At the same time, it allows us to maintain a dense network of Swiss Post branches for the public.” Michael Elsaesser, Managing Director of Bernerland Bank, has full faith in the future cooperation with Swiss Post: “By using Swiss Post’s branch network, we can supplement our own branch in Lyss and tap into the Seeland area as a new market region. This will enable us to guarantee our customers the best possible service.”

Financial advice at Swiss Post

Bernerland Bank staff will offer financial advice in a consulting booth at the Swiss Post branch in Zollikofen. And in 11 other Swiss Post branches (Aarberg, Brügg, Büren an der Aare, Hinterkappelen, Ins, Lyss, Münchenbuchsee, Nidau, Schüpfen, Studen, Täuffelen), Swiss Post staff will be able to arrange appointments for interested customers on behalf of Bernerland Bank. Bernerland Bank will also open a new branch of its own at Bielstrasse 1 in Lyss at the end of 2024.

Swiss Post also has strategic partnerships in its branches with Assura, AXA, Cornèr Bank, Groupe Mutuel, the Canton of Jura, Migros Bank, Swisscaution and Sympany. Swiss Post is constantly in talks with companies and public authorities about potential cooperation, whether at regional or national level.

Source: Swiss Post

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