

## Interlaken branch opened with new concept

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Swiss Post is continuing to evolve together with its customers. In Interlaken, Swiss Post is testing several themed areas which could be used in branches in future: traditional counters are complemented by various self-service stations, a “drive-in” and an extensive information and advice area. In this modern branch, the whole range of Swiss Post services is presented in a clearly arranged way and as such brings the analogue and the digital, mobile world of Swiss Post under one roof. Customers can complete their postal transactions quickly or discuss matters at more length in an inviting setting.

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### A strong postal network remains key

In order to continue performing its public service to its usual high quality and to prepare for future developments, Swiss Post is making a clear commitment to self-operated branches. “Swiss Post is continuing to develop its network of access points. Self-operated branches remain key, because they are the personal gateway to our products and services – both digital and physical,” notes Thomas Baur, Head of PostalNetwork. For this reason, branches are continually being renovated and modernized.

Source: [Swiss Post](#)