

A high level of trust: 3.4 million users already use the SwissID login solution

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From the “Swiss Post Customer Login” to SwissID: since summer 2022, Swiss Post has been forging ahead with the switchover to the login solution operated by its subsidiary SwissSign. So far, the migration has run seamlessly. Swiss Post is seeing encouraging results. A total of 3.4 million users already trust SwissID - that equates to more than a third of the Swiss resident population.

Every day, several hundred Swiss Post customers are switching from the “Swiss Post Customer Login” to the SwissID login solution. And anyone who opens a new user account for Swiss Post’s online customer area is registered directly via SwissID. This is because Swiss Post is eliminating duplicated functionalities and will in future exclusively use the Swiss login solution operated by its subsidiary SwissSign. As a result, customers will benefit from an established application that is practical and secure in everyday digital life. Swiss Post started the switchover in summer 2022.

Around half a year later, Swiss Post is seeing positive initial results. The number of customers with a SwissID login for Swiss Post’s online customer area has risen from 1.7 million to over 2.8 million. That represents an increase of more than 60 percent in six months. From Swiss Post’s perspective, it is gratifying that a total of 3.4 million users already trust SwissID as a

secure and future-proof login solution.

SwissID makes everyday life easier and offers additional benefits

The results of the campaign have also been encouraging in other respects. For the most part, the login switchover ran smoothly and efficiently. Whenever technical challenges or questions arose, Swiss Post was able to react quickly, optimize processes on an ongoing basis and support customers. Another outcome is that those who made the switchover quickly appreciate Login via SwissID as a digital gateway to the Swiss Post environment and recognize its advantages. SwissID does not merely enable online access to Swiss Post, but also to more than 200 online service applications from Swiss companies and authorities – and the numbers are rising. “SwissID is now widely accepted as a secure and trustworthy Swiss login solution,” says Tecla Solari, Head of Trusted Interaction Services at Swiss Post Communication Services and Chair of the

Board of Directors of SwissSign Ltd. SwissID also simplifies everyday digital life – including interactions with Swiss Post, whose online services can be used securely and conveniently, enabling customers to perform actions such as managing delivery of their parcels precisely. But SwissID is more than just a login solution. After successfully carrying out the online identification procedure, users can also access the signature solution SwissID Sign. This makes it possible to provide legally valid electronic signatures in accordance with the Federal Act on Electronic Signatures (ESigA) at any time.

Business customers are next

In terms of timing, Swiss Post is also on schedule with its login switchover. It will discontinue the existing login solution “Swiss Post Customer Login” over the course of this year. Undecided Swiss Post customers still have some time. They can still switch their login to SwissID until mid-2023. The login

switchover is also imminent for Swiss Post’s approximately 350,000 business customers. They will be informed of the switch by Swiss Post individually and in stages from mid-February 2023 onwards.

By focusing on a single login solution for its online customers, Swiss Post is simplifying processes and eliminating duplication. But this also represents another step by Swiss Post in supporting businesses and the Swiss public through the digital transformation – in line with its “Swiss Post of tomorrow” strategy. Nicole Burth, Member of Swiss Post Executive Management and Head of Communication Services, says: “SwissID enables people in Switzerland to participate in the digital world securely and easily – with a provider that is closely affiliated with the Swiss Confederation. It also makes good business sense to provide and develop a single login solution.”

Source: [Swiss Post](#)