



AXA services available in 72 Swiss Post branches from July

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The insurance company AXA and Swiss Post are entering into a partnership. From 3 July 2023, AXA Switzerland will offer insurance services in 72 Swiss Post branches in the Cantons of Bern, Solothurn and Basel-Landschaft. For Swiss Post, this cooperation is a further step in the implementation of the “Swiss Post of tomorrow” strategy. The company is gradually opening up its branch network to service providers and public authorities. In this way, Swiss Post is developing its branches into regional service centers.

For the past two years, Swiss Post has been opening up its branch network to partners such as banks, insurance companies, health insurance providers, the healthcare sector and public authorities. From 3 July 2023, another partner will come on board: Swiss Post customers will now have access to AXA insurance services – at 72 Swiss Post branches in the Cantons of Bern, Solothurn and Basel-Landschaft. Customers can take out short-term travel insurance and mobile phone insurance at the counter and pay for these products on the spot. Interested parties can also give their contact details to AXA at the counter to arrange a consultation appointment for other insurance offers. These include AXA’s household, motor vehicle, legal protection and cyber insurance products. In addition, Swiss Post staff will help AXA customers fill in their applications for payment protection insurance for rent or mortgages. By opening up its branch network more and more, Swiss Post is creating new service centers in the different regions and providing added value for the entire population. If the partnership develops

successfully for AXA and Swiss Post, they plan to expand it throughout Switzerland.

“Swiss Post offers easy access to the AXA world”

The cooperation with Swiss Post at 72 locations strengthens AXA’s sales network. “We are proud of our new partnership with Swiss Post,” says Michele Bernasconi, Head of Distribution at AXA Switzerland. “We share values such as reliability, innovation and a high level of customer satisfaction. Close interaction between the Swiss Post branches and AXA’s general agencies at regional and local level promotes more personal dialogue among employees. In this way, they can provide Swiss Post’s customers with easy access to the AXA world,” explains Bernasconi.

“Swiss Post’s staff know their customers”

Swiss Post already enjoys partnerships in its branches with Assura, Sympany, Migros Bank, Cornèr Bank, Hypothekbank Lenzburg and Swisscaution. The latest partnership with AXA also expands Swiss Post’s personal advisory services and helps it to remain a relevant



point of contact for the population. Thomas Baur, Head of PostNetwork and member of Swiss Post Executive Management, is delighted with the new cooperation: "Our staff know their customers and how to support and advise them. If people are able to carry out important services at the counter, such as buying travel insurance, they will also visit our branches more often. In this way, we can maintain the proximity and accessibility

that our dense branch network currently offers the population in the future, too."

Swiss Post intends to further expand its range of services at local, regional and national level. To this end, Swiss Post is in discussion with other companies and public authorities.

Source: [Swiss Post](#)