

## Hypothekarbank Lenzburg now offers consultations at Swiss Post's main branch in Aarau

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Swiss Post's branches are set to become service centers. With this transition, Swiss Post aims to make everyday life easier for the population in Switzerland's municipalities and neighbourhoods. On 20 February, a new strategic partner, Hypothekarbank Lenzburg, will move in to Swiss Post's main branch in Aarau, right next to the railway station. This marks the beginning of a new partnership. After a few months, the bank and Swiss Post will jointly evaluate whether there is any demand to expand its services.

In today's digital world, people need both face-to-face contact and individual advice. This is where Swiss Post provides support. With its 800 branches, the company can offer space in its premises to banks, health insurance funds and providers or public authorities who want an additional physical touchpoint. Swiss Post's staff are available to give individual advice. It means customers can post parcels and letters, and receive a comprehensive advisory service all at the same location. This service will be available in Aarau from 20 February. Customers will receive personal, professional advice there on the financial services offered by Hypothekarbank Lenzburg. The bank's own staff will offer advice on all financial requirements at Swiss Post's main branch in Aarau. Swiss Post employees at the company's main branch directly at the railway station and at the Aarau Telli branch will help interested customers to get in touch with Hypothekarbank Lenzburg.

Human contact promotes trust

Thomas Baur, Head of PostalNetwork and Member of Executive Management, is delighted with the partnership: "Personal advice on the premises still plays an important role in services and promotes trust. This is especially true for banks, where trust is a top priority, and where we can capitalize on this aspect through our staff in the branches: they are the heart of Swiss Post, are close to customers and enjoy a great deal of trust – thanks to them, we can meet the requirements of the companies as well as people's need for face-to-face contact," says Baur. Marianne Wildi, CEO of Hypothekarbank Lenzburg, is also confident about the partnership: "Banking is a matter of trust. The customers and advisors are the core of our business. Face-to-face contact is essential. This is why we're pleased to have set up this new way of meeting together with Swiss Post. It's an encounter that

happens outside the bank branch, in a completely new environment. And although the meeting takes place physically, it's supported by our digital elements," says Wildi. If the service is well received, the partnership will be extended to other Swiss Post branches in the Canton of Aargau, she adds.

In addition to the partnerships with Assura,

Sympany, Migros Bank and Cornèr Bank, Swiss Post's next strategic partnership is being launched in the branches. But Swiss Post hasn't yet reached its goals, and is constantly in talks with companies and public authorities about potential cooperation, whether at regional or national level.

Source: [Swiss Post](#)