



Greetings
from Switzerland

Dear Colleagues,

At the end of the year we are pleased to present another issue of „worldwide“, featuring a number of topics relating to Swiss Post.

We are glad – particularly in such uncertain times as these – that we can rely on a solid brand which stands for quality and trustworthiness, guaranteed by yourselves and the other 50,000 or so employees in Switzerland.

As a result of their joint use of the Swiss Post brand abroad, it is only logical that the two international divisions, Swiss Post International and Swiss Post Solutions, engage in a close exchange. The collaboration was initiated two years ago, shortly after Swiss Post Solutions was established. In the meantime we have seen the development of a genuine and very collegial cooperation in many areas. Jean-Pierre Streich and I, together with our Swiss teams, moved to the new location in autumn. At the end of October, a conference with all the international managers was held which proved constructive to all involved.

In your daily work you are instrumental in the dissemination of the Swiss Post brand abroad. Your products and in particular your conduct shape the attractiveness of our brand. We are grateful to you for maintaining an interest in colleagues at the international divisions in various countries and for seeking contact with one another so as to optimally represent Swiss Post.

From Switzerland, we send you and your families our very best wishes for a successful start into an exciting 2010!

Frank Marthaler
Member of Swiss Post's Executive Management
Head of Swiss Post Solutions

growth since its inception in 1998. Because of our cooperation with Swiss Post Solutions, we are able to expand our international services for Swiss Post clients.“ In fact, the managers of the two divisions met in Basle the day before the scheduled meeting. They shared their experience in groups of four (two members of each Swiss Post Solutions and Swiss Post International). „This cooperation between Swiss Post International and Swiss Post Solutions can be a real winner“, says Imke Boer, Head of Swiss Post International Netherlands. „The more global services we can offer our customers, the better chance we have of retaining them.“

Multicultural advantage

Understanding the local mentality is also an important factor in achieving success abroad. The Swiss are well prepared in this respect, because with four cultures and four national languages they know a thing or two about multiculturalism. At the same time, Swiss Post employees abroad need to be able to identify with the company. „This is not obvious when you work abroad and the colour yellow – an identifying factor for Swiss Post workers – does not mean very much“, explains Jean-Pierre Streich. „We need to find other values we can share, such as credibility, dynamism, trust and reliability.“ And Daniel Landolf, Head of PostBus, adds: „In any case, just because something is Swiss does not necessarily make it a selling point abroad. We need, above all, to come up with good projects and we need to focus on quality.“

Be a role model

On such terms, managers play an important role. Michel Kunz, former Swiss Post CEO (→ page 8), made the following appeal: „You must behave like leaders and set an example. Anticipate and offer customers the solutions they require. You also need to trust your employees and encourage them to achieve the best possible results by creating an environment in which they can develop their full potential.“ ■

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