



«Good marketing begins on the phone. Swisscom's solution supports us optimally.»

Cesare Caci,  
Head of Marketing & Visitor Organisation,  
Emmentaler Schaukäserei (Showdairy)

Emmentaler Schaukäserei: Full Service Solution & Business Connect

## Thanks to the worry-free package, every call reaches its destination.

**The Emmentaler Schaukäserei (Showdairy) welcomes around 300,000 enthusiastic visitors every year. Swisscom ensures that the communication by phone does not have any gaps.**

### **The challenge:**

**costs were too high, operation too complicated.**

«Today I feel better», Cesare Caci, Head of Marketing & Visitor Organisation at Emmentaler Schaukäserei, is pleased to report. «But when I started looking after our telephone communications infrastructure, I bit off almost more than I could chew. The situation was extremely unclear. We received numerous different, high invoices and nobody was exactly sure what for. The systems were not compatible and the VoIP platform on our server took up too much capacity. In addition, the voice quality was frequently faulty. We certainly couldn't afford that – our visitors rely on fast and precise information. I had to act!»

### **The solution:**

**everything from a single source at a flat-rate price.**

Swisscom was on hand at the right time with the right solution – with the telephony worry-free package «Full Service Solution» (FSS) combined with the IP telephony solution «Business Connect», Swisscom brought together all the showdairy's needs. Cesare Caci: «As an SME with 70 employees, we are too small

for a large solution and too big for a small one. Full Service Solution fits our size perfectly. A Swisscom partner installed a new Aastra telephone system for us. We did not have to invest anything, but pay a monthly flat rate that also includes service and support. Full Service Solution combined with Business Connect provides us with optimal conditions – for example, internal calls and calls in all Swiss fixed and mobile networks are free of charge.»

### **The result:**

**greater service quality achieved with less effort.**

Greater service quality achieved with less effort. For Cesare Caci, the new solution provides numerous benefits: «First of all, the speed of our workplace applications has increased as telephone communications no longer run via our server. Secondly, the voice quality is now truly excellent. Thirdly, we have increased our service quality – our customer's calls are answered faster. And even on Saturdays and Sundays, we can rely on the support from Swisscom. Thanks to the worry-free package, we no longer need to take care of updates and nevertheless always have state-of-the-art technology.»

**Further information can be found at**  
[www.swisscom.ch/businessconnect](http://www.swisscom.ch/businessconnect)

