

How Mars Switzerland Ltd takes advantage of the Sunrise infrastructure.

Sunrise is helping the Swiss subsidiary of one of the world's leading food manufacturers market its diverse product range even more efficiently and specifically, enabling the company to offer its products in a more target group-oriented way.

« We have been searching intensively for a new partner who is able to meet our complex telecommunications needs, both nationally and internationally - and our search has struck gold: Sunrise affords us optimal customer service, as well as reliable accessibility and communication, which is of great importance for a nationally and internationally active company - and all that at an excellent cost-benefit ratio that is streets ahead of the competition, with its inclusive options for mobile subscriptions being just one example of how Sunrise stands apart from the rest. And speaking of partnership: Our mutual trust in one another means our conversations and dealings are always conducted in a very informal, friendly manner. And we also can't fail to mention that the migration and porting process from our previous provider to Sunrise went off without a hitch. Thank you! »

Carsten Simon
CEO of Mars Switzerland Ltd

Customer benefits

- Best cost-benefit ratio compared to the competition
- Attractive roaming rates for international business, such as those with their headquarters in the USA
- Personal contact person, working together with you on a basis of trust
- Fast, reliable, and uncomplicated solution-finding for a diverse range of requests
- 24/7 service

Requirements

Mars Switzerland Ltd, headquartered in the canton of Zug, is a subsidiary of the US family-owned company Mars Incorporated, which was founded in 1911 and operates in 80 countries worldwide. Since 1967, the Swiss subsidiary has been marketing a wide range of popular and established quality brands through its chocolate, food, and pet food business divisions.

In addition to the well-known Mars® brand, their portfolio also includes popular snacks such as M&M's®, Snickers® and Twix®, foods such as Uncle Ben's® and Miracoli®, and market-leading pet foods such as Pedigree®, Royal Canin® and Whiskas®. Thanks to its long-standing family tradition and strong sense of sustainability, the company stands for the awareness of social and ecological responsibility, and the secure global future that this awareness alone can ensure. The five principles of Mars - quality, responsibility, mutuality, efficiency and freedom - inspire the company's 136,000+ employees to create value for all those involved and to generate growth that they can be proud of each and every day. It goes without saying that these principles also apply to the company's approx. 90 Swiss employees. At Mars Switzerland Ltd, the customer is king, which is why the company places the highest demands on service quality. As a telecommunications service provider offering reliable support and competent service, Sunrise is making a decisive contribution in this regard.

Solution

Landline and mobile

Mars Switzerland Ltd analyzed the telecommunications market in detail and, after an intensive evaluation, decided on the Sunrise Mobile Standard product. Among other things, this product includes the Sunrise Business numbers, Sunrise Business voice and mobile services.

By opting for this product, the company has massively reduced its outlay on landline and mobile, while still enjoying the same services it was receiving from its previous provider. Sunrise has been able to count Mars Switzerland Ltd as one of its valued customers since 2018.

Instant availability

Customer proximity and immediate accessibility are among the top priorities of the food industry. Mars Switzerland Ltd feels particularly committed to this motto, and so it appreciates its partnership with Sunrise, as it enables the company to maintain customer proximity in a literal sense.

National and international networking

The industry-specific needs of an international company operating in Switzerland also include the global networking of all business activities. In this sense, Mars Switzerland Ltd benefits from the experience of Sunrise, its international contacts, and the attractive roaming rates, with the international mobile subscriptions and the uninterrupted service being just a couple of examples of the advantages Sunrise provides.

So how can we help you? No matter how large or small your business is - Sunrise is your competent, reliable partner with products and services suited to your needs. Why not arrange a personal appointment with us so that we can learn more about your requirements and develop a customized offer with you? We look forward to hearing from you.

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Business Customers

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