

Sunrise Strategy

The Sunrise strategy is to leverage its strong market position as the leading fully integrated private provider in order to drive growth and create value through a combination of the following five key strategies.

1 Increase market share

Achieve market share gains by leveraging the multi-brand strategy, competitive positioning and attractive offerings

Sunrise expects its successful multi-brand strategy to win over residential customers across the quality mass market (with the core Sunrise brand), and the young and youth (MTV mobile), budget and ethno market segments (yallo, Ortel and Lebara).

Sunrise is targeting the residential market in general through segmented and customized product offerings. Given the distinct appeal that the Sunrise brand and the well-recognized MTV mobile (the only youth-specific brand in the Swiss market), yallo, Ortel and Lebara brands have demonstrated in their respective segments, Sunrise is strongly focused on developing these brands by further expanding their differentiating characteristics as well as their market share. This strategy is complemented by a mobile virtual network operator and reseller approach (such as ALDI SUISSE mobile), which allows Sunrise to address further niche segments.

Sunrise supports its competitive positioning by offering innovative services that address the preferences of Swiss consumers. The current marketing strategy aims at showcasing the Sunrise brand as “your partner for simple and smart telecom solutions” based on the three pillars of the brand, the company values of fairness, transparency and customer orientation, reflecting its commitment to delivering a best-in-class convergent experience.

Sunrise has been investing in marketing to support its brand positioning, which has generated strong momentum for the Sunrise brand and all brand drivers. To help accelerate the brand strategy, Roger Federer was named Sunrise Brand Ambassador in 2014. Since then Sunrise has significantly improved its brand consideration and recognition.

The business segment is also targeted with the core Sunrise brand but with a customized product portfolio and distribution strategy for each type of business based on its needs. Sunrise is leveraging and developing its services effectively to strengthen the product portfolio and serve the needs of enterprises. The value proposition will be enhanced by creating a clear and lean service portfolio to launch targeted marketing initiatives and optimize the distribution footprint. Sunrise is driving growth in small and home offices and small enterprises by leveraging the visibility and strength of the medium and large enterprise business.

2 Focus on convergence

Secure and leverage the existing customer base with integrated convergent offerings

In line with Swiss consumer preferences, Sunrise is focusing on convergence for growth and profitability. Sunrise capitalizes on its position as a full-service, integrated provider of mobile, landline, internet and IPTV (Internet Protocol Television) services in the Swiss market by continuing to cross-sell and upsell these products and services through transparent, easy-to-understand and flexible convergent offerings.

For business customers, the company is leveraging its combined mobile, landline and integration service offerings to increase the number of digital value-added services.

3 Strengthen the foundation for growth

Deliver high-quality service and a superior customer experience supported by digital initiatives to strengthen the foundation for the company's sustainable growth

As a customer-centric organization, Sunrise maintains a high level of customer satisfaction. It strives to increase customer loyalty and strengthen customer relationships through a superior customer experience.

Sunrise will continue to evaluate the feedback it receives on all interactions with customers and the personal feedback from employees, and make structural improvements through customer feedback as a key part of its strategy to further improve the quality of its services and customer experience. Sunrise aims to maintain its focus on customer care by working with key partners, investing in training and coaching, upgrading service levels for all customers and providing differentiated customer care for high-value and business customers.

To meet increasing customer expectations in a digitalizing world, Sunrise will significantly improve its digital capabilities. Current digital initiatives are aimed at increasing market share and profits while providing the best digital customer service experience by deploying state-of-the-art self-directed services to simplify its customers' digital journeys.

4 Maintain state-of-the-art infrastructure

Leverage the superior frequency spectrum position and continue to invest in a state-of-the-art network infrastructure to maintain a competitive advantage and capitalize on future growth opportunities

Sunrise will continue to leverage and maintain a state-of-the-art mobile and landline network infrastructure in order to provide customers with a reliable high-speed network throughout Switzerland, ensure a best-in-class customer experience and capitalize on future growth opportunities in convergence and data.

In the landline area, Sunrise will build on its own infrastructure with a strong LLU (Local Loop Unbundling) and backbone transmission to provide customers with innovative, fast and high-quality voice and data transmission. Sunrise will continue to leverage its LLU network in Switzerland to develop its asset-light landline strategy and increase VDSL (Very High Speed Digital Subscriber Line) and fiber coverage through partnerships with Swisscom, local utilities and Swiss Fibre Net AG, the joint venture of local energy providers in Switzerland.

5 Increase profitability and cash flow

Enhance profitability and cash flow by adhering to lean and cost-effective management of the company

Sunrise improves its profitability and cash flow by optimizing operating costs and, by normalizing capital expenditures and reducing financing costs after the initial public offering. Operating costs will be optimized through a number of measures, such as strict controls on cash outflows, improved distribution capabilities, more rigorous price and sales management, tighter management of subscription acquisition and retention costs and increased control of workforce expenditures supported by a continuous assessment of further outsourcing opportunities.