



## **Mila is bringing together the Shareconomy and large enterprises Swisscom Partners with Mobile and Online Task Marketplace Mila**

**Zurich, 27 November 2013 – Mila, the mobile and online task marketplace, is announcing today that Switzerland's leading telecom provider Swisscom has chosen its platform to launch "Swisscom Neighborhood," an approved peer-to-peer service marketplace to help its residential consumers find and hire direct customer support.**

Swisscom provides its over 5 million residential customers with products including internet access, digital TV services, and mobile telephone services. Simple customer problems can arise with these technical services, including:

- How do I set up email on my phone?
- How can I extend my digital box to two televisions?
- How do I extend the range of my Wi-Fi?

In these examples, people with sound technical knowledge but without highly specialized skills can help.

Instead of dispatching a highly qualified and expensive technician to the consumer, Swisscom will use the P2P network of approved service providers to handle the customer support in these cases.

Marc Werner, Head of Swisscom Residential, said, "Our customers want direct support quickly and at a time that best fits their schedule. Our partnership with Mila offers our customers an additional support channel for issues that don't require highly technical skills. With Mila, Swisscom strengthens its high emphasis on customer support services."

Manuel Grenacher, Mila CEO, said, "With this type of P2P customer service initiative, corporations can really tap into the power of the crowd to boost customer satisfaction levels. To offer a good customer support is key for overall customers satisfaction and can help to make a real difference in a competitive environment. With this kind of initiative, corporations can start building up a strong customer relation using the power of the sharing economy and ultimately make customers happier and more loyal."

Mila's platform [www.mila.com/swisscom](http://www.mila.com/swisscom) is powering "Swisscom Neighborhood", while Swisscom have acquired the service providers who can complete technical jobs. The technical service providers on the tech support marketplace bear the "Swisscom Friend" badge to signal to customers they are providing these services.

Swisscom is testing a pilot service in Zurich, after the trial phase, other cities will follow. The launch will be backed by a marketing campaign to inform customers of the new service.

### **How "Swisscom Neighborhood" works:**

A Swisscom customer needs simple technical support – for example, to set up their WiFi network. Customers can:

- Access the marketplace to discover and browse technical support to discover "Swisscom Friends"
- Post to the community and specify when the job needs to get done
- Message the person providing the technical service on the platform and agree upon the details of the deal, like where and when; or service provider contacts customer.
- Pay for the service through the safety and convenience of Paypal.

- Leave public feedback for the person providing the tech support.

**About Mila:**

Mila is a location-based online and mobile marketplace for tasks that lets people find, discover and buy services from friendly and skilled people and businesses in their neighbourhood. With Mila, busy people can get help to get tasks done while people or small businesses with spare time, skills or products can earn money through peer-to-peer transactions. Mila was established in 2013 as a spinoff of Swiss-based technology company coresystems, which specializes in building mobile platforms. Today, Mila has offices in Zurich, Switzerland, Berlin, Germany and Cluj-Napoca, Romania.

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App for Android: <http://ow.ly/nzEkl>

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