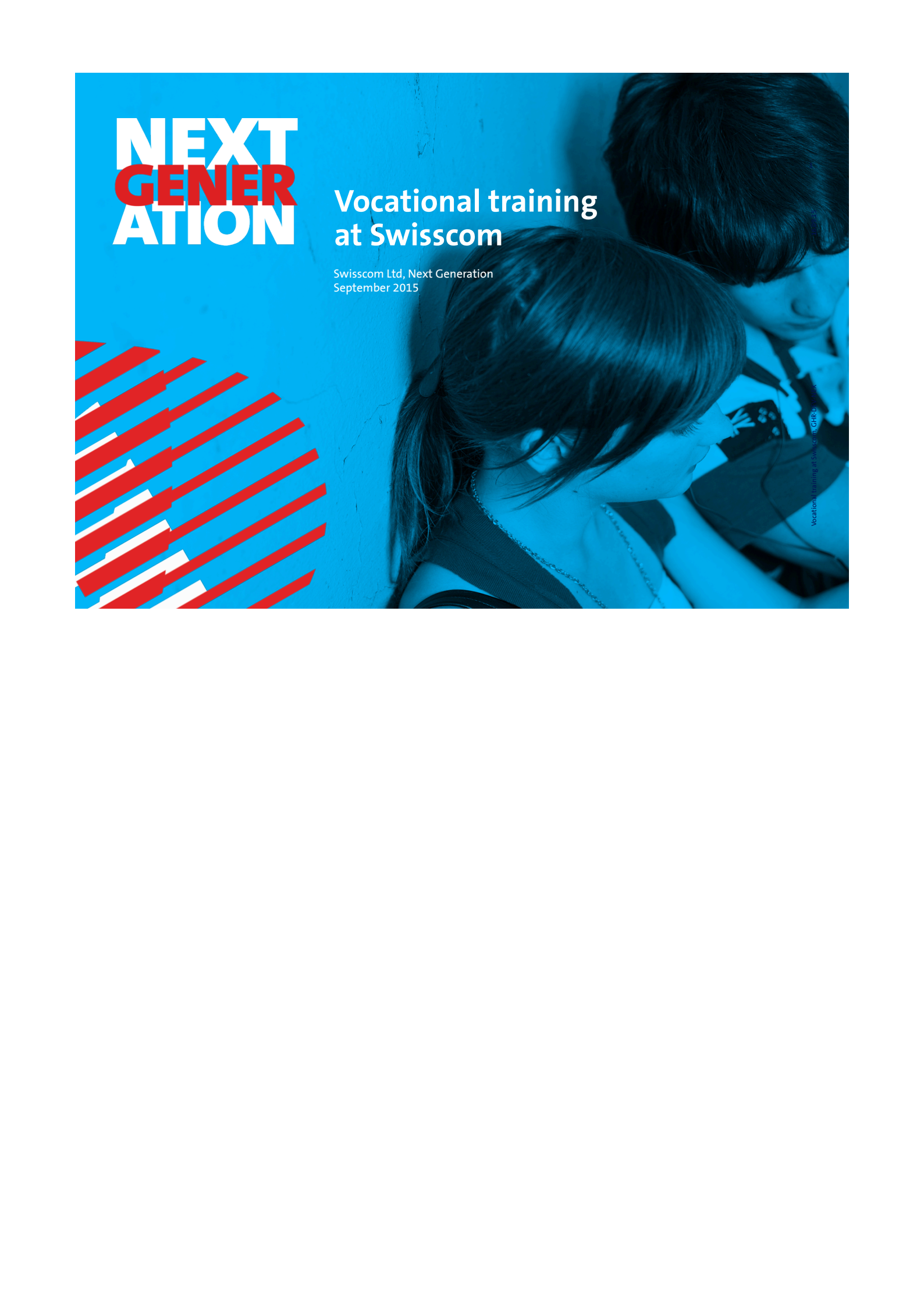




NEXT GENERATION

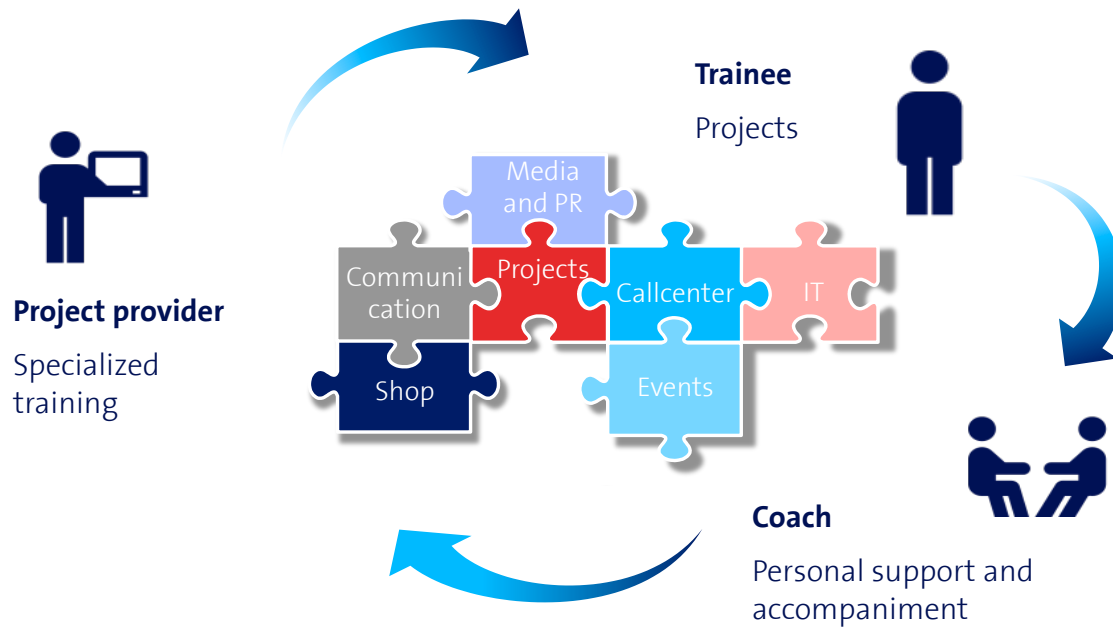
Vocational training at Swisscom

Swisscom Ltd, Next Generation
September 2015

Vocational training at Swisscom, GfK Business

Swisscom's training model market instead of plan

6



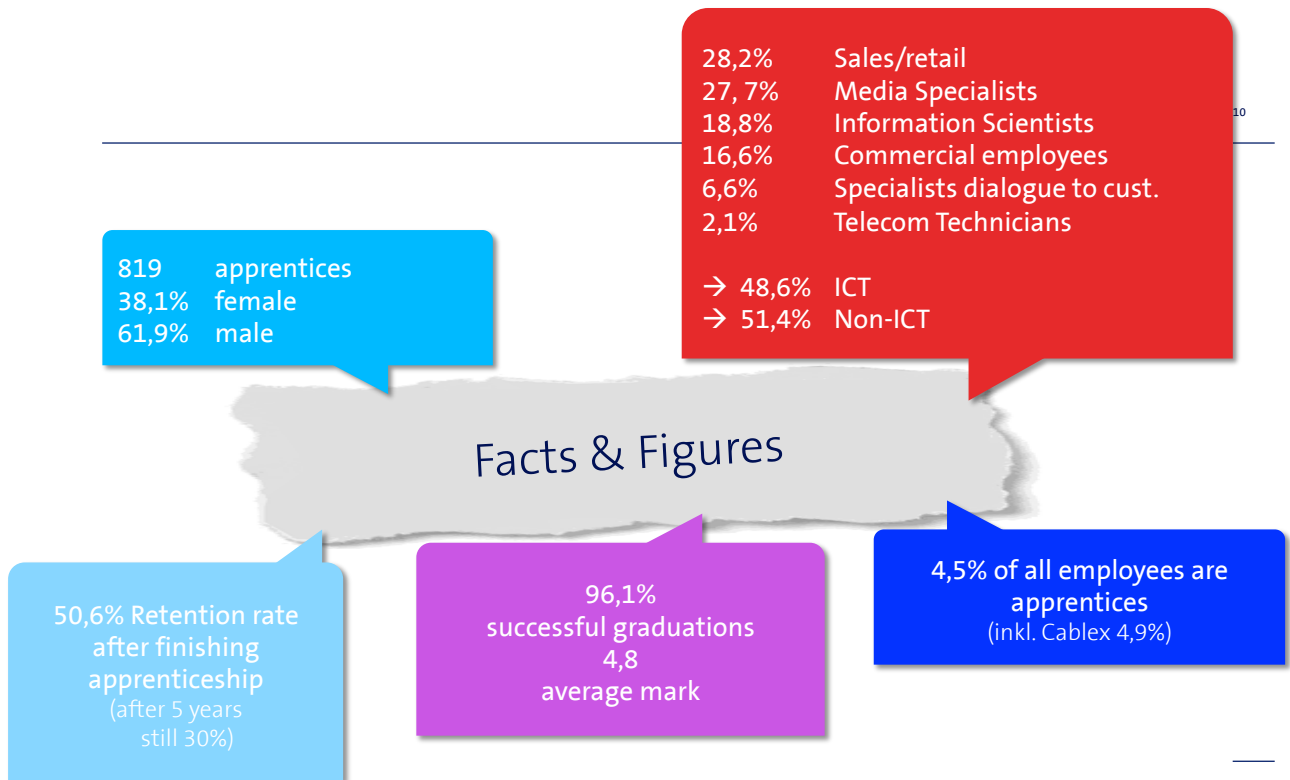
Swisscom Ltd, Andri/Ruesch, 17th September 2015

8



9

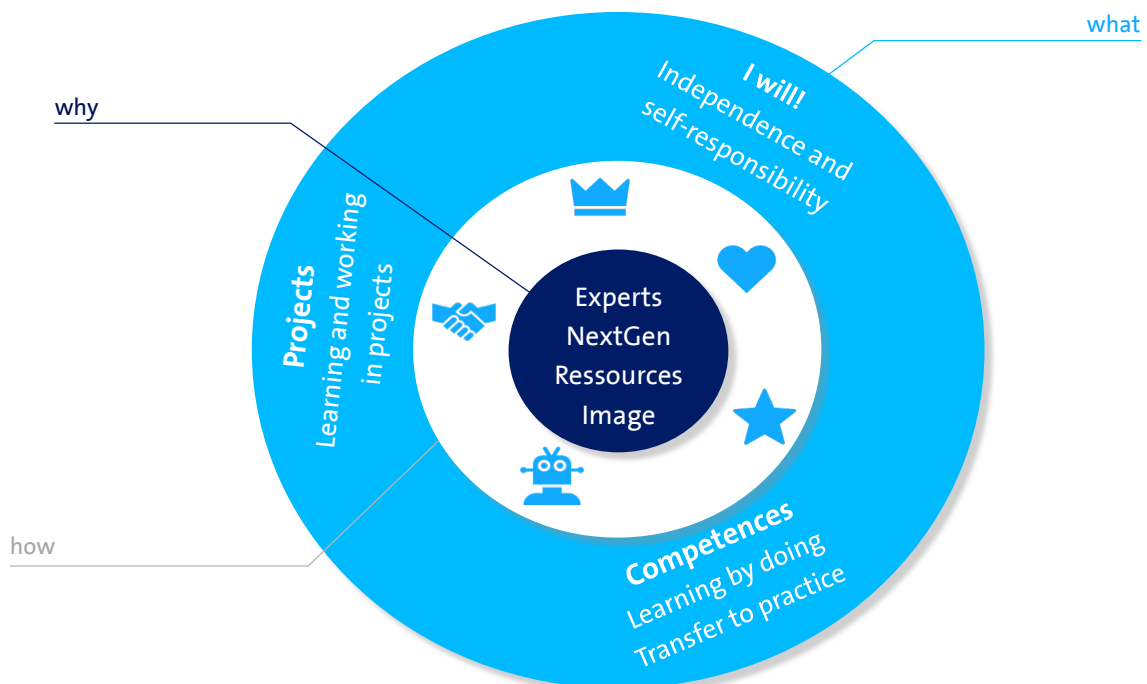




Actualised august 2015



VOT Modell why, how, what

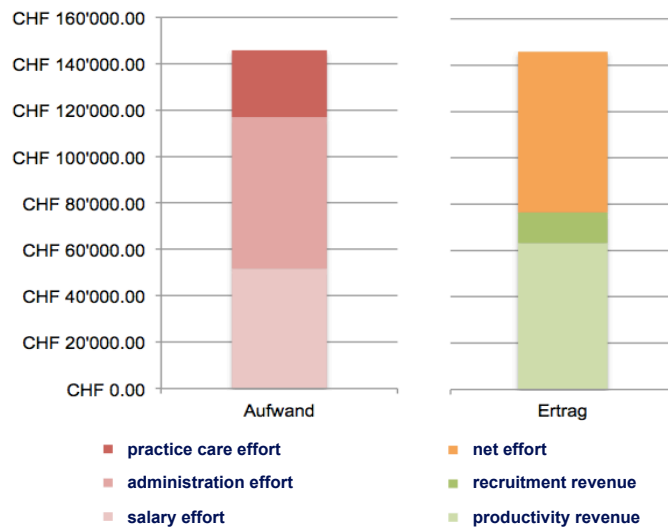


Swisscom Ltd. André Rüsch, 17th September 2015



Costs balance sheet *information scientist*

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Average costs of eight Swiss VET Systems:

- > Coop
- > Eidg. Personalamt
- > Login
- > Mobiliar
- > Nestle
- > Post
- > Swisscom
- > UBS

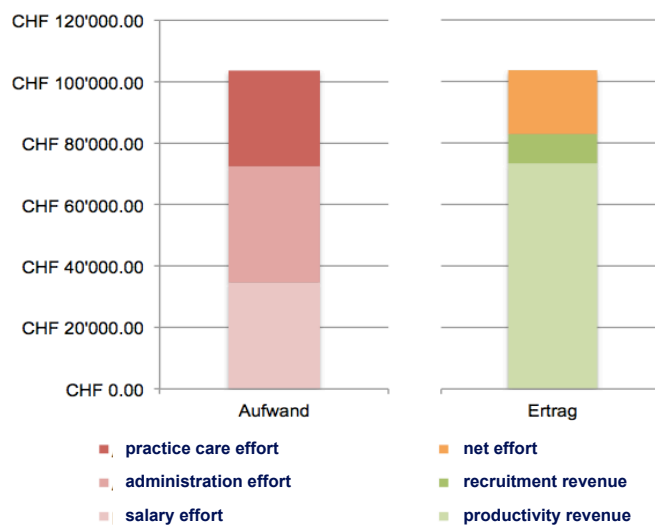
Reference:
Hautle Julien, Swisscom Ltd,
Berufsbildungsmodelle in Schweizer Unternehmen

Swisscom Ltd, André Rüsch, 17th September 2015



Costs, balance sheet *commercial employee*

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Comparison *commercial employee vs. information scientist*

- > lower costs in total because duration (3 vs. 4 y)
- > balance sheet is much more equal
- > net effort is much smaller
- > higher productivity because of reduced complexity of work

Reference:
Hautle Julien, Swisscom Ltd,
Berufsbildungsmodelle in Schweizer Unternehmen

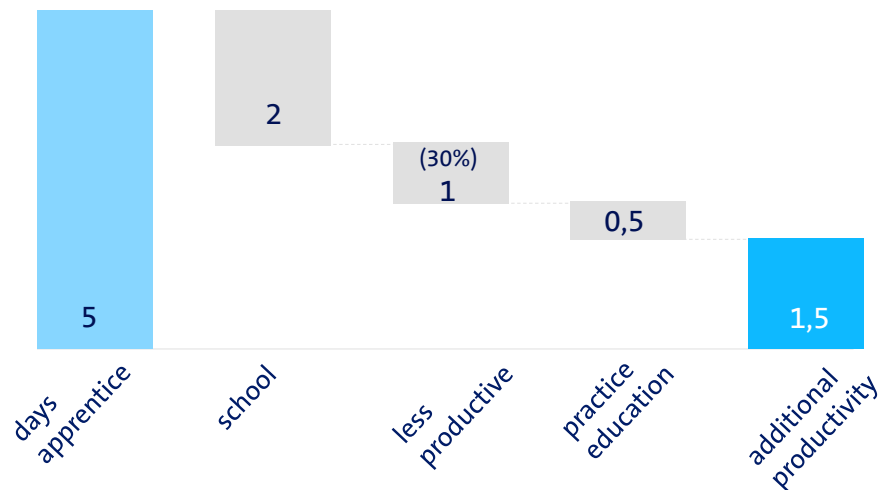


Productivity apprentices

Point of view of a project supplier

14

- > Is it a profit for the project supplier?
- > Basis: workdays per week



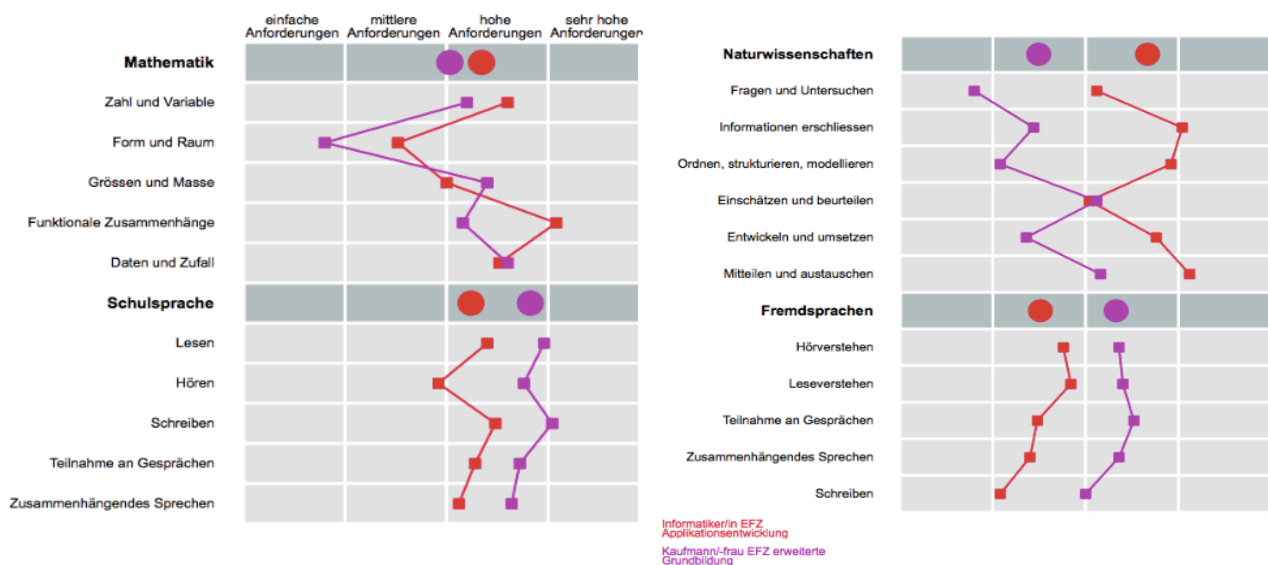
Swisscom Ltd. Andri/Ruesch, 17th September 2015



Requirements of apprentices

Who do we search?

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Reference:
www.anforderungsprofile.ch



Recruiting

How do we search?

16

- › 5'000 applications/year for 250 apprenticeship places
- › Evaluation letter of motivation, CV & school marks
- › Separation A-, B-, C-Dossier
- › Video-Interview for all A-Dossiers, around 1'200
- › Live-Interviews for the best A-Dossiers, around 500

- › Video-Interview
- › Vidia App (Swisscom Solution)
- › 1 ex-apprentice
- › 1 apprentice
- › 10 minutes
- › goal: validate application
- › reduce live-interviews



Swisscom Ltd, Andri Rüesch, 17th September 2015



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