



cablecom introduces new approaches to customer service

Zurich, April 6, 2005 – cablecom is committed to meeting the needs of its customers as quickly as possible and is continuously looking for ways to enhance customer service. Many cablecom customers are already taking advantage of the tools cablecom provides for accessing and updating their own accounts and product preferences. Beginning today, cablecom customers will also have free access to the "cablecom assistant," new software that provides quick and precise assistance with questions relating to Internet connections, e-mail settings and security.

In order to make contact with cablecom as easy and specific as possible for its customers, the company is now offering this new software free of charge.

Customer-friendly administration of accounts

Cablecom introduced its online customer center in December 2004, in order to simplify the customer service process. Since then, many customers have enjoyed the opportunity to access and update their accounts at cablecom. For example, customers can make address changes, add or change services, or request billing information on their own. The new Customer center is accessible 24 hours a day, seven days a week at: www.cablecom.ch/customerservices. The customer center also offers an e-shop, for easy and convenient ordering of accessories for cablecom services, such as telephones or routers for wireless surfing. Payment is simply added to the customer's next bill.

"cablecom assistant" helps quickly and reliably

Rapid help with such issues as Internet connections, e-mail settings or security is very important to customers. Therefore, in conjunction with highly regarded provider of management software "Motive," cablecom has also developed the "cablecom assistant." This software is installed locally on the customer's home computer and will solve initial problems with e-mail settings or Internet connections. It also provides "offline" answers to frequently asked questions and provides instructions for solving problems. If problems persist, the "cablecom assistant" then analyzes the configuration of the customer's computer, to search for the problem. The "assistant" can then immediately solve certain problems, such as those related to e-mail settings or Internet connections. If the case is somewhat more complicated, the "assistant" provides a unique numerical code for the customer, based on its analysis. The customer can then contact a cablecom customer adviser by phone and provide this code. With this information, the customer adviser can very quickly determine the cause of the problem and offer appropriate and precise assistance. For customers who are just setting up their accounts, this software is now available on cablecom's installation CD. Existing customers can download "cablecom assistant" free of charge at www.cablecom.ch/assistant

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With approx. 1.5 million households and around 1500 employees, cablecom is the leading cable network operator in Switzerland. Cablecom is a multi-service provider offering solutions in the fields of analog and digital cable TV and radio, broadband Internet, telephony and business applications