



## Sunrise: Amplifying intelligence in customer engagement, operations & employee experience



Sunrise is Switzerland's leading challenger, with a strong number two position in the Swiss telecommunications market and is listed on SIX Swiss Exchange (SUNN). Based on its best-in-class, future-fit networks, Sunrise provides high-quality mobile, landline, broadband and TV services to residential customers, and empowers business customers with 360° communications and integrated ICT solutions for connectivity, security and IoT advancing their digitalization.

The company's IT strategy is built around customer-centric innovation, operational excellence, infrastructure modernization and digital transformation. One of the key technologies supporting the digital transformation is AI, with one of its building blocks being a unified data platform which aggregates data from various sources (customer interactions, network performance, billing, etc.) and has already been implemented by Sunrise. Additional building blocks that are being worked on are AI/ML models to generate actionable insights for personalized customer experiences, predictive maintenance, and fraud detection as well as comprehensive self-service options tailored to digitally savvy customers. The goal is to drive customer retention

and loyalty in addition to enabling targeted marketing and improving customer support efficiency.

Sunrise is also investing in robotic process automation for back-office operations and plans to implement the Infosys AIOps platforms to automate incident detection, root cause analysis, and resolution, thereby enhancing operational efficiency and service reliability. By adopting the full Microsoft M365 suite, Sunrise is nurturing a fully modern, AI-driven, cloud-based collaborative workplace, in collaboration with Infosys.

To share experiences and accelerate responsible AI innovation at scale, Sunrise has created an AI Community of Practice across the enterprise, governed by the CIO unit together with the contribution of all business units and enablement functions. This helps the entire organization remain aligned on new use cases, on the learnings, and the underlying technologies, security and ethical guidelines while also working effectively. Sunrise CIO department partnered with Infosys, building on this foundation to further drive AI initiatives.

***"Sunrise is committed to continuing to focus on delivering exceptional quality services at the right cost. It is this commitment that has made us the carrier of choice for many in Switzerland. The new offers around digital services will mean that our customers will have even more options and services at their fingertips. We appreciate Infosys' partnership on this journey."***

– Anna Maria Blengino, Chief Information Officer, Sunrise GmbH