

Member spotlight – Cellcom



Keri Steffens, business sales support specialist at Cellcom, works with a customer at the company's De Pere location. Cellcom assists customers with their wireless needs at more than 50 retail and agent locations throughout Northeast and central Wisconsin. *Photo taken prior to COVID-19 pandemic.*

With a tagline of “Clarity in a cloudy world,” Cellcom is committed to getting people the right plan and right devices, no deceptive promotions or strings attached.

The Midwest-based wireless provider was founded in 1987 and is headquartered in De Pere. With 32 retail locations and more than 750 employees across Northeast Wisconsin and Upper Michigan, Cellcom is committed to customers who live, work and travel in the region.

“[Cellcom was] here before its major competitors. We understand our customer base and [their] needs,” said Al Dummer, senior director of marketing, Cellcom. We have been building here for a very long time; we listen to our customers and hear the challenges they face and act accordingly.”

Cellcom’s local presence is exemplified by its De Pere-based call center. But the commitment to customer service does not stop there. Customers are never far away from one of Cellcom’s retail locations for in-store help. The company also offers repair centers as a service to customers to ensure device issues can be resolved with ease.

“When calling Cellcom, customers get someone live and local who has been trained to help. Our knowledge of

our customers sets us apart,” stressed Dummer, “We are single-mindedly focused on our customers and serving them well.”

Beyond providing wireless service, the company also offers smartphones and other connected devices powered by cellular networks such as smartwatches, connected cameras, tablets and more. In business and consumer markets, Cellcom sells more iPhones than any other type of device. Cellcom also offers devices from Samsung, Google and Motorola and other major manufacturers. “Some people simply want the latest and greatest,” said Dummer.

Those interested in the newest technology may enjoy Cellcom’s Glas coffeehouses, where customers at the Shawano and Sturgeon Bay locations can enjoy locally roasted coffee, conversation about device needs and an all-around relaxing experience. Cellcom also has a Glas location in downtown Green Bay. While not attached to a Cellcom store, it includes a technology wall that features new or interesting technology from the wireless world and beyond.

As an essential direct telecommunications provider, Cellcom has kept its doors open during the

COVID-19 pandemic with a few changes. They have implemented a curbside service, as well as scheduled appointments. Customers can go online to book a convenient time and location. This allows the company to manage store traffic while ensuring customers get the help they need without having to wait in line. E-commerce has been a welcomed option since the outbreak. Purchasing devices online is easy, and Cellcom will ship any devices and accessories right to the customer.

Cellcom also demonstrates its commitment to its local customers by sponsoring events and supporting local nonprofits. In 2020, Cellcom, along with the Nsight family of companies, supported more than 500 programs, projects and initiatives. One of the most well-known events is the Cellcom Green Bay Marathon, which happens in May and attracts upwards of 10,000 participants each year. Due to the pandemic, this year’s event will be virtual. Proceeds for the 2021 event will be directed combatting hunger, homeless and mental health issues that were exacerbated during the pandemic.

To learn more about this local wireless provider visit cellcom.com.

CHAMBER EVENTS AT A GLANCE

Virtual Workshop: Cyber Security in a Changing World

Wednesday, May 12, 7 – 9 a.m.

A must attend for any computer user, learn how to stay proactive against cyber-attacks like hacking, ransomware and phishing attempts.

\$25 for members. \$40 for nonmembers.

Current Young Professionals: CurrentWeek Kickoff

Thursday, May 13, 5:30 – 7:30 p.m.

Current Young Professionals will be at The Marq for a kickoff to CurrentWeek 2021 at which guests will learn more about the upcoming week of events.

Free to CYP members.

Current Young Professionals: CurrentWeek 2021

Monday, May 17 – Sunday, May 23

Current Young Professionals will be hosting events every day during CurrentWeek 2021, giving a look at Greater Green Bay area businesses.

Free to CYP members.

Virtual Business Recognition Awards Luncheon

Tuesday, June 8, 11:30 a.m. – 1 p.m.

SEE AD IN SPREAD.

\$20 for members and nonmembers.
\$20 for pick-up lunch.

Learn more about all events at events.greatergbc.org