

Press release

Renens, 05.08.2020

Three Years in a Row

Salt Home “connect” Hotline Test Winner

Salt Home: 10 Gbit/s, 250+ TV Channels, Unlimited Calls **– For CHF 39.95 for Salt Mobile Subscribers**

This year again, Salt Home was rated number one in the “connect” hotline test for broadband providers. Salt has not only reached the top in the overall result, but has achieved the best result in every category.

In July 2020, the German periodical “connect” – Europe's largest magazine on telecommunications – performed its yearly evaluation of the hotlines of the leading fixed line telecommunication providers in the DACH region (Germany, Austria and Switzerland). The evaluation criteria were reachability, waiting time, friendliness and, of course, the quality of advice and counselling provided.

Salt again achieved excellent ratings in all individual categories and – for the third time in a row – won the first place among the four Swiss competitors (Salt, Sunrise, Swisscom and UPC) and was awarded overall winner in the three-country comparison.

Since the launch in 2018, Salt Home has steadily improved its test results and has this time managed to increase the already very good score from last year by another 2 points.



In particular, the Salt broadband support agents were classified as very attentive to the customer’s needs, providing thorough analysis and tailor-made solutions, all while being friendly and often even adding a touch of humour.

This assessment demonstrates the competitiveness of the Salt Home offer, not only in terms of speed and price, but also with regard to customer service quality – thus reflecting Salt’s ambition to provide its customers with an outstanding consumer experience in every respect.

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The Salt Home triple play offer includes Internet, TV and fixed-line telephony and can be combined with the Salt mobile flat rates to an attractive so-called “4 P” offer. Its persuasive characteristics – ultrafast 10 Gbit/s technology, state-of-the-art equipment and accessories (Apple TV 4K set-top box, Salt Fiber Box modem, remote control designed by Salt, Wi-Fi Extender), three Salt TV primary language packages (French, German and Italian), several Premium and international TV packages, video-on-demand (Salt Video) as well as advanced Smart TV and multi-screen functionalities – at the incredible price of CHF 49.95 (CHF 39.95 for the “4P” version) make Salt Home a truly revolutionary product, which remains unequalled on the Swiss market to this day.

The company has recently further enriched the offer, in particular by launching a new combined TV offer “Salt Home & Canal+ Famille” – the most entertaining CANAL+ premium package for only CHF 10.-/month – and by introducing several new Salt TV app features allowing for an even smoother home entertainment experience.

All this enables the Salt Home hotline specialists to provide customers not only with exceptional support but also with extensive product advice.

Pascal Grieder, CEO at Salt comments the test results: *“It is with great pride that we receive this distinction for the third time in a row! Winning the “connect” broadband hotline test again inspires us to continue the Salt Home success story and, with the soon to come rollout of the Swiss Open Fiber infrastructure, even more households will be able to benefit from this great product.”*

Salt press office:

+41 78 787 66 86

media@salt.ch, salt.ch, facebook.com/Saltmobile,
twitter.com/Saltmobile_DE (German) or twitter.com/Saltmobile_FR (French), youtube.com/saltswiss

About Salt: Salt is a Swiss telecommunications provider which owns and operates an extensive, high-quality mobile telecommunications network. With Start, Basic, Swiss, Europe, World, Young and Surf, Salt offers a comprehensive portfolio of personal, straightforward and efficient mobile flat rate subscriptions. At up to 1 Gbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed limitation. Salt’s ultra-fast 4G+ network covers over 55% of the Swiss population and its 4G network covers even 99%.

Thanks to its ultrafast broadband solution called Salt Home, Salt provides a unique triple play service, which for the first time in Switzerland takes full advantage of the optical fiber technology by means of symmetrical data transmission rates of up to 10 Gbit/s. Salt Home can be combined in a gainful way with Salt’s powerful mobile flat rate subscriptions.

Salt in figures: 1,257,100 postpaid customers (as of 31.03.2020), 103 Salt Stores and 4G coverage of 99% of Switzerland’s population.