

Press release

Renens, 26.07.2017

A Salt também fala português !

Today, Salt proudly announced the addition of Portuguese to the club of languages supported by its customer service thereby allowing the company to serve its lusophone customer base in their mother tongue. The initiative is possible thanks to multilingual contact center employees in Biel as well as the presence of a Salt contact center in the Portuguese capital, Lisbon.

As recently confirmed in a study by SIQT in which Salt was awarded with the title "best customer service" in both the pre- & postpaid category, Salt strives to provide excellent customer service. Accordingly, Salt has decided to offer this important customer base with the possibility to get in touch with the company in their own language. More than 100'000 Salt customers with origins in Portuguese-speaking countries can immediately benefit from this.

The announcement follows the completion of a successful testing phase, which took place over the last few weeks and clearly showed that this new service serves an important customer need.



Salt's contact center agents now also support Salt customers in Portuguese when calling 0800 700 700.

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Anyone who wishes to benefit from this new service can either send an SMS with "START PT" to 5155, ask to be enrolled by staff in Salt stores or when calling Salt's award-winning helpline.

A. Schönenberger, CEO Salt Mobile: "The successful implementation of this employee initiative was possible within a very short time frame, which demonstrates Salt's truly entrepreneurial spirit and our client orientation. It's a clear win-win-win for customers, agents and our company".

The launch of the new service is currently supported by a special promotion on Salt's Plus Europe subscription (CHF 79.95 instead of CHF 89.-) available in all Salt stores.

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About Salt Mobile SA: With Plus (Start, Basic, Swiss, Europe, World), Young and Surf, Salt offers personal, straightforward and efficient flat rate subscriptions for everyone. Salt's mobile network has been rated "very good" by Connect magazine and in a study performed by SIQT in 2017, its customer service was given the mention "best customer care" for both the pre- & postpaid category. At up to 300 Mbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed or volume limitations. Salt Mobile SA in figures: 1.203 million postpaid customers (as of 31/12/2016), 87 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.