

Press release

Renens, 31.08.2021

Salt Business ranked number one among nationwide carriers for SME

Salt Business has been voted number one for mobile communication among Swiss mobile network operators by SME customers in a survey conducted by PME Magazine.

On Wednesday August 25, PME Magazine, a business magazine for small and medium-sized enterprises in the French-speaking part of Switzerland, published a customer feedback-based study, which ranks the best telecom service providers for the segment. The major 2021 PME Magazine telecom study outcome was that small and medium-sized companies prefer to work with telecom operators of the same size, closer to their concerns, more flexible and with personalized support.

Salt Business fulfils exactly these needs for its 100,000+ business customers in Switzerland. SME's choose Salt for the quality of its network, its advantageous rates but above all for the proximity and availability of the teams. The personal exchange being one of Salt Business' main priorities.

Pascal Grieder, Chief Executive Officer at Salt commented the 2021 ranking results: "We are very happy about the excellent feedback coming from the small and medium-sized enterprises. The test results are reflecting Salts B-to-B business transformation efforts: we have continued to strengthen the team and completed significant product enhancements over the past months, including the launch of a state-of-the-art self-care portal last fall. We are pleased to see those efforts bearing fruits."

Christian Aveni, Chief Business Officer at Salt commented "At Salt Business, our customers' needs are our main focus, whether they are large companies or SMEs. Our Salt Business experts are committed to continuously support customers and provide them with valuable advice. We are delighted to see these efforts pay off."

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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: 1,340,400 postpaid customers (as of 30.06.2021), 103 Salt Stores and 4G coverage of 99% of Switzerland's population.