



Press release

Renens, 29.08.2024

Salt: Best Universal Provider for Residential Customers and SMEs in Bilanz Telecom Ranking

On August 29, 2024, the Swiss business magazine Bilanz published the 25th edition of its telecom ranking. Among all Swiss operators, Salt was ranked the best universal provider for Residential Customers (mobile, internet, and TV) and Small and Medium-Sized Enterprises (SME). With this year's award, Salt ranked as best universal provider for residential customers for the fourth year in a row.

In 2024, 10,330 residential customers and 1,187 business clients participated in a comprehensive evaluation of their interactions with their respective telecommunications service providers for [the 25th edition of the BILANZ telecom ranking](#). Continuing its outstanding performance, Salt has secured the top position for the fourth consecutive year in customer satisfaction among residential users, distinguishing itself as the leader among the three universal mobile and fixed internet providers. Salt also secured the number one position among universal providers serving small and medium-sized enterprises (SMEs). This year's award marks the second time Salt has achieved the number-one ranking for SMEs, the first being in 2022. Last year, Salt was awarded the best universal provider for large companies.

The survey results confirm Salt's consistent performance and high-quality service, with particular recognition of its efforts in the business segment over the past few years. Over 100,000 Salt Business customers, including renowned companies like Caran d'Ache, trust Salt as the perfect partner to deliver an outstanding network and service. Fanny Faitg, Head of B2B and Co-Branding at Caran d'Ache, says, "*Salt is the optimal operator for us, especially because we have a dedicated point of contact, which truly makes a difference.*" [Faitg's testimonial underscores](#) the value of Salt's personalized approach, reinforcing the company's commitment to tailored customer service and an outstanding network.

Max Nunziata, CEO at Salt, comments on the test results: "*Once again, we are proud to be recognized as the top universal provider for residential customers and business customers among the major Swiss telecommunications operators. In today's world, the quality of the mobile network is no longer enough - and this is exactly where Salt comes in. The test confirms that our customers are the most satisfied among the big telecom providers because we have been successfully focusing on providing premium quality services at competitive prices for years, making Salt the smart choice for all business and private telecommunications needs.*"

About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2024), Switzerland's fastest fixed internet (Ookla® Speedtest Intelligence® Q1-Q2 2024) and customer-centric service ensure an outstanding experience for its business and residential subscribers. The company's services, as well as its fixed and mobile networks, have received repeated awards: best universal provider for large companies and residential customers (Bilanz, 2023), best broadband offer (Connect, 2023), outstanding mobile network (Connect, 2024), best performing internet connection (Nperf, 2023), winner regional fixed-network providers with "outstanding" rating (Connect, 2023), test winner overall test rating mobile service provider postpaid (SIQT 2024), best broadband tariff (SIQT, 2022) and number one B2B mobile

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provider (SIQT, 2022). Based in Renens (VD), Salt has two additional offices in Biel and Zurich. The company employs more than 1,000 employees and serves more than 1,600,000 postpaid mobile and more than 240,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

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