

Press release

15 February 2024

Strategic partnership

Strategic partnership: Swiss Post offers “Post Mobile” service with Salt

Swiss Post is focusing its services in Swiss Post branches and has developed the new “Post Mobile” service in a strategic partnership with the Swiss telecommunications company Salt. The offer is aimed at private customers and is available now.

Swiss Post has been offering subscriptions, smartphones and telecom accessories from various providers in its branches for over 20 years. The company has now decided to concentrate its cooperation relating to postpaid and prepaid contracts on a single partner in order to pool its strengths. To this end, Swiss Post is entering into a strategic partnership with the telecommunications provider Salt starting in February and launching the new “Post Mobile” service.

Personalized advice at Swiss Post branches

Swiss Post has a branch network throughout Switzerland and is in contact with around 350,000 customers every day. It is now launching the mobile phone service “Post Mobile” on the market. The service is aimed at private customers, offering subscriptions for value-conscious subscribers. Thomas Baur, Deputy CEO of Swiss Post and Head of PostalNetwork, explains: “Our staff can provide our customers with targeted and personal advice on ‘Post Mobile’ in Swiss Post branches. And if you are browsing digitally, you can find the service online. This is fully in line with our efforts to make people’s everyday lives easy and uncomplicated.”

“A service with an outstanding network”

Through the new subscription, Salt offers Swiss Post customers mobile access with a 5G network and 99.9 percent coverage. Salt is also the contractual partner when a subscription is taken out. “Thanks to the exclusive partnership between Salt and Swiss Post, we can combine our outstanding mobile network, our excellent customer service and four price plans with Swiss Post’s extensive distribution network,” enthuses Max Nunziata, CEO of Salt. “This enables us to create nationwide access to the market for an attractive mobile service that provides an outstanding network experience.”

More about the service at: post-mobile.ch

More information: swisspost.ch, salt.ch

Information

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