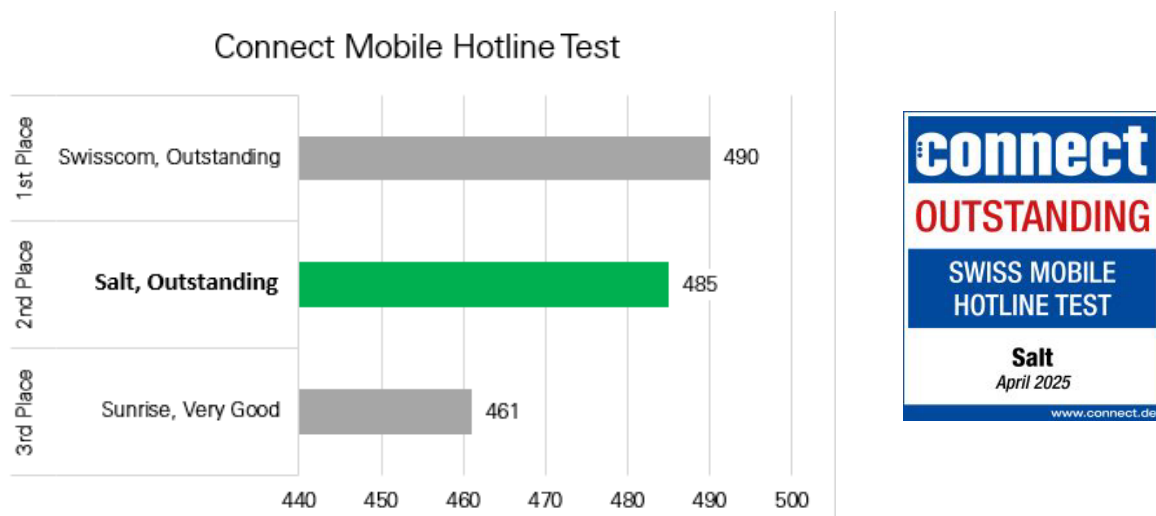


Press release

Renens, 30.04.2025

Salt Recognized for Outstanding Customer Service in 2025 Connect Mobile Hotline Test - the Highest Distinction in the Test

Renens, April 30, 2025 – Salt has achieved a remarkable leap in the prestigious Mobile Hotline Test conducted by Connect, one of Europe's leading telecommunications magazines. Advancing from third to second place, Salt narrowed the gap to market leader Swisscom to just 1%, maintaining a clear lead over Sunrise. Salt was the only Swiss operator to achieve top scores across all categories, earning the highest distinction of "outstanding" for its customer service excellence. With a perfect 100% accessibility score and a dramatic 29-point improvement in consultation quality, Salt has demonstrated the most significant progress among all Swiss telecom providers in 2025.



Source: Connect Mobile Hotline Test

Salt achieved the most significant improvement in this year's Connect Mobile Hotline evaluation, in particular raising its consultation quality score by 29 points and moving from "very good" to "outstanding" — the highest distinction in the test. The customer service team demonstrated deep expertise, providing correct and thorough answers across all customer request topics. Notably, Salt also achieved a perfect 100% accessibility score and significantly boosted its friendliness rating, ensuring that every customer interaction is both efficient and welcoming. With a total of 485 out of 500 points, Salt's mobile hotline ranks among the very best in Switzerland, earning "outstanding" marks for consultation quality, accessibility, waiting time, friendliness, and voice portal. It stands as the only Swiss operator in 2025 to achieve top scores across all evaluated categories.

Press release

These results are aligned with Salt's internal quality measurements, showing increasing customer satisfaction. Building on this momentum, Salt remains committed to continuously enhancing its customer service and further strengthening its position in the Connect Mobile Hotline Test.

Max Nunziata, CEO at Salt, commented on the Connect Mobile Hotline test results: « *This achievement reflects our unwavering commitment to continually improving our service levels to better meet the needs of our customers. The Connect test results are a testament to these ongoing efforts — delivering not only outstanding network performance, but also demonstrating outstanding customer service and attractive prices. This is what defines Salt as the smart choice.* »

About Salt

Salt stands for offering innovation and premium products at attractive prices in the Swiss telecommunications market. An outstanding mobile network (Connect, 2025), Switzerland's fastest fixed internet (Ookla® Speedtest Intelligence® Q3-Q4 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 small and medium-sized companies and residential customers (Bilanz, 2024), outstanding mobile network (Connect, 2025), outstanding mobile hotline test (Connect 2025), very good mobile network (Chip), best performing internet connection (Nperf, 2023), winner regional fixed-network providers with "outstanding" rating (Connect, 2024), and best broadband tariff (SIQT, 2024). 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 1,700,000 postpaid mobile and more than 260,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

Salt Press Office

Ana Biljaka, PR & Communication Manager +41 78 787 44 81 | media@salt.ch | [Salt.ch](https://salt.ch)