

Prilly, 28.08.2025

Salt: Best Universal Provider for Residential Customers in Bilanz Telecom Ranking For the 5th Time in a Row

On August 28, 2025, the prestigious Swiss business magazine Bilanz published the 26th edition of its telecom ranking. Among all Swiss operators, Salt was ranked the best universal provider for Residential Customers (mobile, internet, and TV). With this year's award, Salt ranked as best universal provider for residential customers for the fifth year in a row.



In 2025, 9,312 residential customers participated [in the 26th edition of the Bilanz telecom ranking](#), a comprehensive evaluation of their respective telecommunications service providers across criteria such as innovation, quality, price and support. Bolstering its outstanding performance, Salt has secured the top position for the fifth consecutive year in customer satisfaction among residential users, distinguishing itself as the leader among the three universal mobile and fixed internet providers. Salt also confirmed its strong market position, securing second place among universal providers serving small and medium-sized enterprises (SMEs) and also ranking second in the large companies segment.

Max Nunziata, CEO at Salt, comments on the test results: *"We are proud to be recognized for the fifth consecutive year as the leading universal provider for residential subscribers among the three major Swiss telecommunications operators. The Bilanz results demonstrate our commitment to service excellence, ensuring that our residential subscribers can rely on us. We will continue to provide outstanding network performance, and customer service at very attractive prices."*

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 residential customers (Bilanz, 2025), 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 Prilly (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 270,000 broadband customers across Switzerland. Salt currently offers 99.9% population mobile coverage.

Press release

Salt.

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