

Salt Mobile SA

Accessibility improvement
report 2025



Salt.

Document version

Document reference:	Accessibility improvement report 2025
Version:	1.0
Date:	24.02.2025
Revision:	6 months

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Introduction

Digital accessibility is a set of standards and best practices covering functional, graphic, technical and editorial aspects.

Digital media (websites, mobile applications, PDF files, etc.) must adhere to particular standards and best practices in order to be **accessible by people with disabilities**.

For example, an accessible website allows users to:

- Customize its display via the operating system and/or browser (enlarge or shrink characters, change typography, modify colours, turn off animations, etc.).
- Browse using assistive technologies such as text-to-speech or Braille.
- Navigate without having to use a mouse, just a keyboard, switches or a touchscreen.
- Watch videos and listen to audio content with subtitles and/or transcriptions.
- And much more.

An ongoing commitment to improve digital media accessibility for our customers

Preliminary considerations

For several years, we have been integrating digital accessibility into our customers' digital media through targeted initiatives:

- **Regular campaigns** have been conducted to educate teams across IT, Online, Marketing & Communication, Customer Operations, B2B, Legal, and HR. To date, over 50 employees have been sensitized to the importance of digital accessibility.
- A dedicated **resource page** has been created on the internal collaborative platform. This page centralizes essential materials, including general documentation, design and development tools, testing resources, and legal guidelines. It is regularly updated and accessible to all teams.
- 2023:
Accessibility audit of the MySalt mobile app (iOS and Android).
- Spring 2024:
 - **Compliance audits** of GoMo brand's public sites and customer areas with international accessibility standards (WCAG).
 - Launch of a dedicated digital accessibility **space on the intranet**.
- May 2024:
Appointment of a **digital accessibility officer** within the IT team.

A scheme to reinforce digital accessibility focus

In alignment with our dedication to a more responsible digital world, we have implemented various actions focusing on three main areas:

- Raise awareness, train, and equip in-house teams.
- Measure, improve, and maintain accessibility of customer services.
- Prioritize actions based on customer expectations.

This report is intended to be updated regularly, in line with our progress in terms of digital accessibility.

Priority 1: raise awareness, train, and equip in-house teams

Improving accessibility consideration requires awareness-raising and equipping teams and partners with the necessary knowledge and skills.

As of the publication date of this document, over 50 people have been trained in various departments involved in the selection, design or development of digital content: IT, Online, Marketing & Communication, Customer Operations, B2B (Business to Business), Legal, HR (Human Resources)...

We also trained Online, Marketing & Communication teams to integrate accessibility principles into the **design of web and mobile interfaces**.

In addition to awareness-raising and training initiatives, the accessibility officer plays a key role in deploying and providing resources and tools to support the integration of accessibility into everyday practices.

- Updating and running a “web accessibility” space on our intranet
- Regular updating of a web accessibility resource page on our internal wiki, including:
 - General documentation on digital accessibility principles.
 - Operational guides, such as managing alternative text for images and publishing accessible content on social media.
 - Design, development, and testing of tools to support accessibility initiatives.
 - Updates on the latest regulatory requirements and compliance standards.

Priority 2: measure, improve, and maintain accessibility of customer services

Following an audit of our digital services, we are committed to aligning existing services with accessibility standards and incorporating new accessibility requirements into all future projects.

In 2024, multiple audits were conducted by a specialized independent company to assess compliance with international accessibility standards (WCAG) across the GoMo ecosystem:

- Website: www.go-mo.ch
- Self-service support: support-gomo.salt.ch
- GoMo customer area: my-gomo.salt.ch
- Subscription site: eshop-gomo.salt.ch

These audits identified key areas for improvement to ensure our services meet accessibility requirements.

The corrections and improvements made on GoMo websites and platforms will be applied to Salt websites and platforms.

In order to maintain transparency regarding accessibility achievements, we are in the process of internally monitoring the corrections implemented following the audits across all GoMo sites and spaces to proceed with the publication of certificates of compliance.

Priority 3: prioritize actions based on customer expectations

While the goal is to enhance the digital accessibility of all our services, Salt has chosen to focus its efforts on sites and services dedicated to its customers, particularly those with disabilities.

Our teams are attentive and open to any feedback from our customers. You can contact our digital accessibility representative by sending an email to accessibility@salt.ch.

We are in contact with a Swiss association representing users with disabilities to organize awareness-raising workshops and usability tests to prioritize accessibility improvements based on the needs and expectations expressed.