



INFO SHEET N°18

⚠ **Prices change regularly** — always check current offers on the operator's website, on [comparis.ch](https://www.comparis.ch) or [alao.ch](https://www.alao.ch) before signing.

Sunrise

Complete guide — pros & cons

Switzerland's second operator analysed honestly — a real alternative to Swisscom.

Sunrise is the second largest telecommunications operator in Switzerland, with around 3 million customers. Since its acquisition by Liberty Global in 2020, it has invested heavily in its network and become a credible alternative to Swisscom — often cheaper with comparable quality in cities and suburbs.



Sunrise mobile offers — indicative examples

Basic

29 CHF/mois

Unlimited calls & SMS · 5 GB data
· No contract option

Standard

49 CHF/mois

Unlimited calls & SMS · 15 GB data · European roaming included

Premium

69 CHF/mois

Unlimited calls & SMS · Unlimited data · Worldwide roaming included



Tip: Sunrise regularly offers promotional deals with 3 to 6 free months. Always check current promotions on [sunrise.ch](https://www.sunrise.ch) or [comparis.ch](https://www.comparis.ch) before signing.

Offer	Price from	Speed	TV included	Contract
Internet S	49 CHF/mois	100 Mbit/s	Optional	12 months
Internet M	59 CHF/mois	500 Mbit/s	Optional	12 months
Internet L	69 CHF/mois	1 Gbit/s	Optional	12 months
Sunrise One S	69 CHF/mois	500 Mbit/s	✓ Included	24 months
Sunrise One L	89 CHF/mois	1 Gbit/s	✓ Included	24 months

Pros & cons — our honest opinion

✓ The strengths

- ✓ Generally cheaper than Swisscom
- ✓ Excellent network in cities and suburbs
- ✓ Very good 5G network in rapid expansion
- ✓ Shops in Switzerland's main cities
- ✓ European roaming included in Standard and Premium offers
- ✓ Customer service in French, German and Italian
- ✓ Sunrise TV — good quality, many channels
- ✓ Offers promotionnelles fréquentes

✗ The weaknesses

- ✗ Poorer coverage than Swisscom in rural areas and mountains
- ✗ Certaines offres "One" avec engagement de 24 months
- ✗ Fewer physical shops than Swisscom
- ✗ Customer service sometimes slower to respond
- ✗ Network quality variable depending on region



Who is Sunrise ideal for?

Sunrise suits you well if you...



Live in a city or suburb

The Sunrise network is excellent in urban areas — comparable quality to Swisscom at a lower price.



Want to save money

For similar quality, Sunrise is often CHF 15–25/month cheaper than Swisscom.



Travel in Europe

Roaming is included in Standard and Premium offers — use your phone throughout Europe.



Want Internet + TV together

The "Sunrise One" offers combine high-speed internet + TV at good value for money.



Sunrise vs Swisscom — quick comparison

Criterion	 Sunrise	 Swisscom
Entry-level mobile price	29 CHF/mois	35 CHF/mois
Rural area coverage	Good	Excellente
City coverage	Excellente	Excellente
5G	Very good	The best
Physical shops	Major cities	Everywhere in Switzerland
Customer service	Good	Excellent
Confederation ownership	No	Yes (51%)

Customer service

0800 707 707

Free · Mon–Sat 8am–8pm

FR, DE, IT

Online

sunrise.ch

My account · Bills

Online chat available

In store

Boutiques dans les
grandes villes suisses

Personal advice

App

My Sunrise

Manage your subscription

View your usage

SeniorPhone tips

- Always compare **comparis.ch** and **alao.ch** — Sunrise regularly offers interesting promotions
- If you live in the city — Sunrise is an **excellent alternative to Swisscom** at a lower price
- If you live in a rural area or mountain — first check Sunrise coverage at your address on sunrise.ch
- Méfiez-vous des offres **24 months** — vérifiez que vous êtes prêt à vous engager "Sunrise One" avec **d'engagement** aussi longtemps
- The **My Sunrise** app lets you monitor your usage in real time — install it from the start
- Before cancelling Swisscom for Sunrise — first test Sunrise coverage in your area

Points to watch

-  Always check network coverage at your address on [sunrise.ch](https://www.sunrise.ch) before signing — especially if you live outside major cities
-  Les offres "Sunrise One" ont souvent un engagement de 24 months — plus difficile à résilier que 12 months
-  Compare the total cost over the contract period, not just the monthly price
-  Beware of cold calls in Sunrise's name — hang up and call back the official number

Key takeaways

- Sunrise = excellent city network, often cheaper than Swisscom.
- In rural areas — check coverage before leaving Swisscom.
- Offers mobile dès 29 CHF/mois — roaming Europe inclus dès Standard.
- Customer service 0800 707 707 — gratuit, lun–sam 8h–20h.
- Always compare on [comparis.ch](https://www.comparis.ch) and [alao.ch](https://www.alao.ch) before signing.

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Safety — Essential reminders



Never share your passwords or codes with anyone

Not by phone, not by email, not by SMS. Your bank, the police and operators will never ask for them.



Hidden number — do not answer

A hidden number deliberately conceals its identity. Hang up without hesitation.



Unknown number — avoid answering

Let it ring, wait for a voicemail, call back only if necessary. Never call back a 0900 number.



Fake police or fake banker — hang up and call 117

The real police and your bank will NEVER ask you to hand over money or your PIN by phone.

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