Title: 
Mr 

Forename: 
Peter 

Surname: 
Bailey 

Representing: 
Self 

Organisation (if applicable): 

Email: 
baileyhome@blueyonder.co.uk 

What do you want Ofcom to keep confidential?: 
Keep nothing confidential 

If you want part of your response kept confidential, which parts?: 
Ofcom may publish a response summary: 
Yes 

I confirm that I have read the declaration: 
Yes 

Ofcom should only publish this response after the consultation has ended: 
You may publish my response on receipt 

Additional comments: 
Switching phone providers was a problem until a phone number could be kept. 
The same problem applies to email addresses. When using a new provider, the email address can not be retained. 
A system needs to be devised for email address to remain in a provider switch. 
The email address must be retained in the switch
Question 1: Do you think hassle is a key issue we should tackle in this review? Please provide an explanation for your answer and any supporting evidence.

Switching phone providers was a problem until a phone number could be kept.

The same problem applies to email addresses. When using a new provider, the email address cannot be retained. A system needs to be devised for email address to remain in a provider switch.

Question 2: Do you agree there is a lack of clarity about the switching processes that consumers need to go through to switch and this may create a barrier to switching? Please provide an explanation for your answer and any supporting evidence.

yes

The issue of having a new email address with a switch is not resolved and creates a barrier.

Question 3: Do you think clarity is a key issue we should tackle in this review? Please provide an explanation for your answer and any supporting evidence.

The key issue is being able to retain an email address and not requiring a new one at every change and losing the old one.

Question 4: Do you think continuity of service (including unwanted breaks and double billing) is a key issue we should tackle in this review? Please provide an explanation for your answer and any supporting evidence.

Continuity of service retaining any email address is the issue.

I have agreed a new service but declined because of the complexities involved with changing email addresses.

Question 5: Do you think the ability of providers to frustrate the switching process is a key issue we should tackle in this review? Please provide an explanation for your answer and any supporting evidence.

If providers are frustrating the switching process by not allowing email addresses the retained this should addressed.

Question 6: Do you think consumers' experience of save activity is a key issue we should tackle in this review? Please provide an explanation for your answer and any supporting evidence.

no

sort the email issue of retention
Question 7: Are there issues specific to either residential or business consumers? Experiences of the switching processes that you think we should tackle in this review? Please provide any evidence you have to support your views.:

yes

not being able to retain email addresses

Question 8: Do you agree with our analysis of switching costs? Please provide any evidence you have to support your views.:

yes

The cost of having to convert to a new email address stops a switching process in a normal course of events

Question 9: Do you agree with our analysis of save activity? Please provide any evidence you have to support your views.:

The user needs an email address that can be retained when switching providers

Question 10: Do you agree with our analysis around the multiplicity of switching processes? Please provide any evidence you have to support your views.:

The user needs an email address that can be retained when switching providers

Question 11: Do you agree with the general switching principles we have identified? Please provide an explanation for your answer.:

The user needs an email address that can be retained when switching providers

Question 12: Do you agree with our proposed tier structure for the general switching principles? Please provide an explanation for your answer.:

not sure
Will the user have an email address that can be retained when switching providers

Question 13: Do you agree with our proposal that the preferred switching approach assuming a ?greenfield? basis is GPL?:

The user needs an email address that can be retained when switching providers

Question 14: Which of the identified GPL switching options do you support? Please provide an explanation for your answer.:
The user needs an email address that can be retained when switching providers

**Question 15:** Do you have any information or views on the costs of the switching options outlined above? Please provide any supporting evidence.:

The user needs an email address that can be retained when switching providers

**Question 16:** Do you agree with our proposals and implementation priorities for taking forward our work in relation to existing switching processes?:

The user needs an email address that can be retained when switching providers