

Your response

Question	Your response
<p>Question 1: Do you agree with our proposal to require providers to develop and implement the One Touch Switch process?</p>	<p>Yes – this is fundamental in empowering the consumer to make better financial decisions. As Broadband becomes more of a commodity, it is imperative that the user has ample choice over the deals they can sign up to, and the ability to easily take action.</p> <p>ApTap is empowering customers to take action with just one click, from within their own banking app, in line with the goals of this consultation.</p>
<p>Question 2: Do you agree with our proposal to remove the rules relating to the existing Notification of Transfer process?</p>	<p>Yes, but we believe that the code to switch method will take away from the user experience; by forcing the consumer to contact the losing provider they will inevitably try to upsell their products to the customer.</p> <p>The concept of one tap switching is much more user friendly but would also force providers to be more competitive with their pricing and deals upfront, and not hide pricing behind barriers.</p> <p>Things like early termination fees that are tied into the code to switch method should be readily available to customers regardless of whether or not they want to switch (hence our support of the Open Communications consultation). Providers should make this information via secure online channels, and empower customers to share that data in a secure way with whichever parties they decide.</p>
<p>Question 3: Do you agree with our proposed changes to require mobile providers to give residential customers information regarding the impact of a switch on any other services they have with the losing provider?</p>	<p>Certainly. Bundles are increasingly popular and should certainly be accounted for in the switching process.</p> <p>The process of receiving a PAC reflects that of the code to switch proposal above – our answer to Question 2 is applicable here as well.</p>