

broadbandchoices & DTL – submission for consultation – v1 – 17thSep15

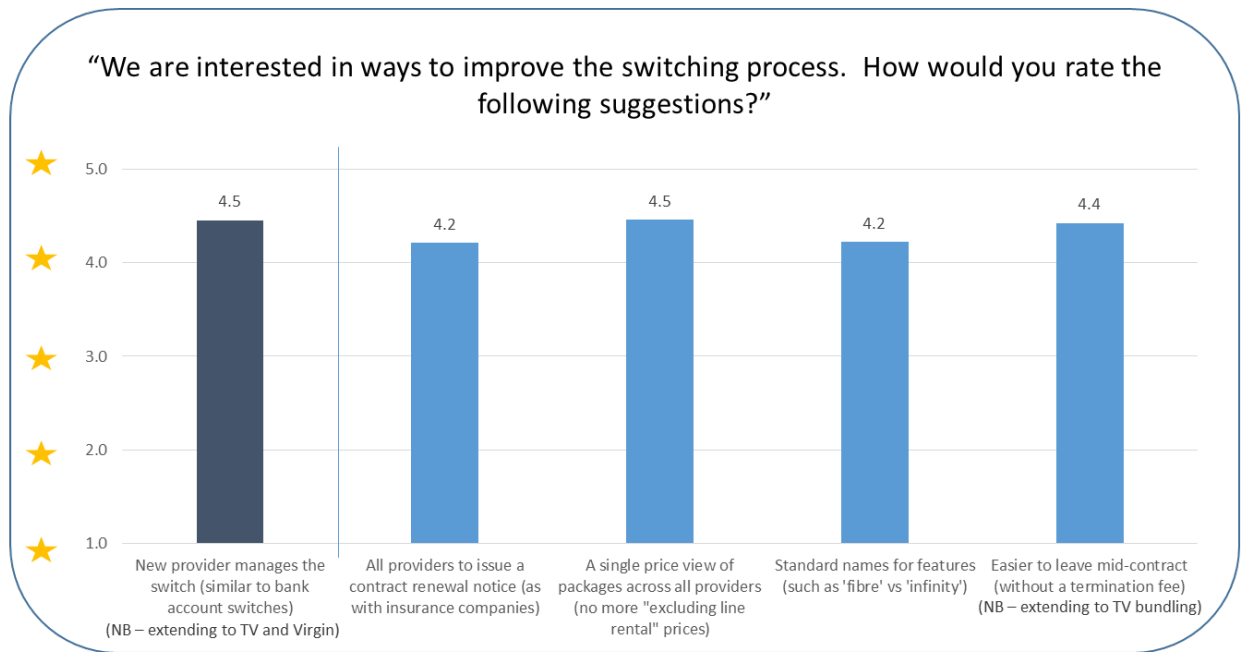
The below content is from a presentation on 14th Sep 15 with the following people:

- Broadbandchoices / Decision Technologies Ltd
 - Mark Irwin
 - Danish Mistry
- Ofcom
 - Sophie Richings
 - Justin Moore
 - Elisa Pruvost
 - Priya Sinha
 - Ian Vaughan

We provided research that covered the following topics:

- What would help people switch / find the best deal
 1. ISPs issue renewal reminders at contract expiry
 2. ISPs only use a single price point (no "exc line rental")
 3. ISPs use standardised definitions across the sector
 4. Extend switching execution so winning provider manages everything (bb, phone, but also TV and Virgin)
 5. Extend allowance of switching mid-contract (due to MGALS breach) to include TV / bundled packages
 6. ISPs give fibre, MGALS, average and up-to broadband speeds at an address level to comparison sites
- Fairness of pricing
 1. Wholesale v customer price
- Accuracy of availability
 1. Timeliness and accuracy to address level

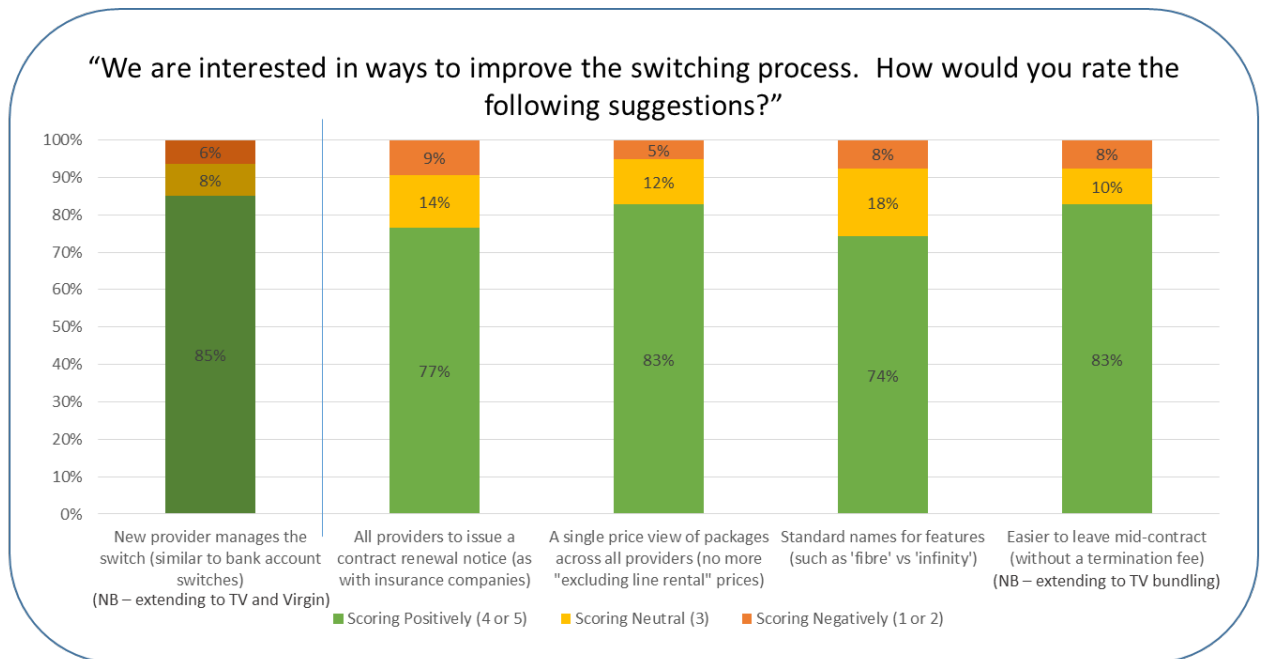
Consumers have given clear indication they like the proposed initiatives discussed with Ofcom



Consumers scored every suggestion discussed with Ofcom greater than 4.2 out of 5 in terms of importance for improving the switching process – as important as the recent requirement for winning providers to manage the switch

Source: broadbandchoices survey Jul-Sep 2015 (base 378)

Furthermore, the proportion of consumers who may likely switch as a result is very compelling



74% to 83% of consumers positively scored every suggestion discussed with Ofcom as important for improving the switching process – again, as important as the recent requirement for winning providers to manage the switch

Source: broadbandchoices survey Jul-Sep 2015 (base 378)

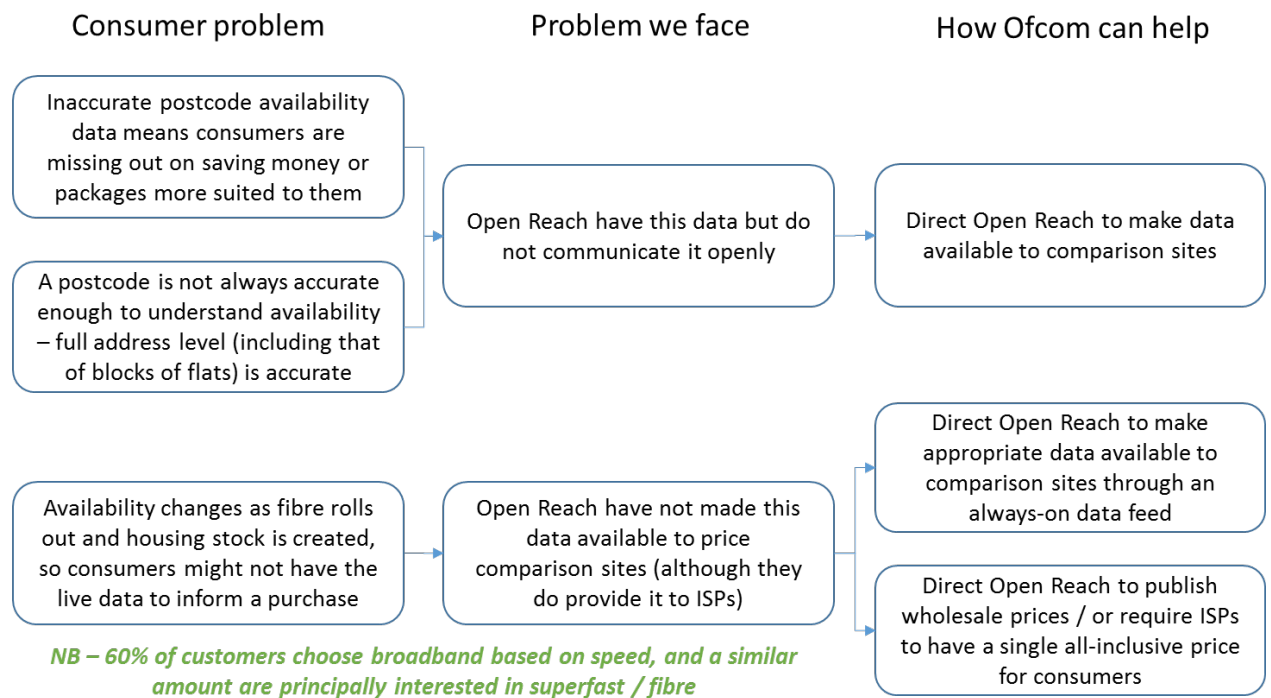
Consumers also said they need more accuracy and availability of data relating to ISPs



Over 77% of consumers, scoring over 4 out of 5, said that better availability and accuracy of broadband speeds to their address level is important for improving the switching process

Source: broadbandchoices survey Jul-Sep 2015 (base 378)

But, as discussed before, getting access to the data consumers want is difficult – we need Ofcom’s help



Source: BT Group ; broadbandchoices survey Jul-Sep 2015 (base 378) ; broadbandchoices site analytics