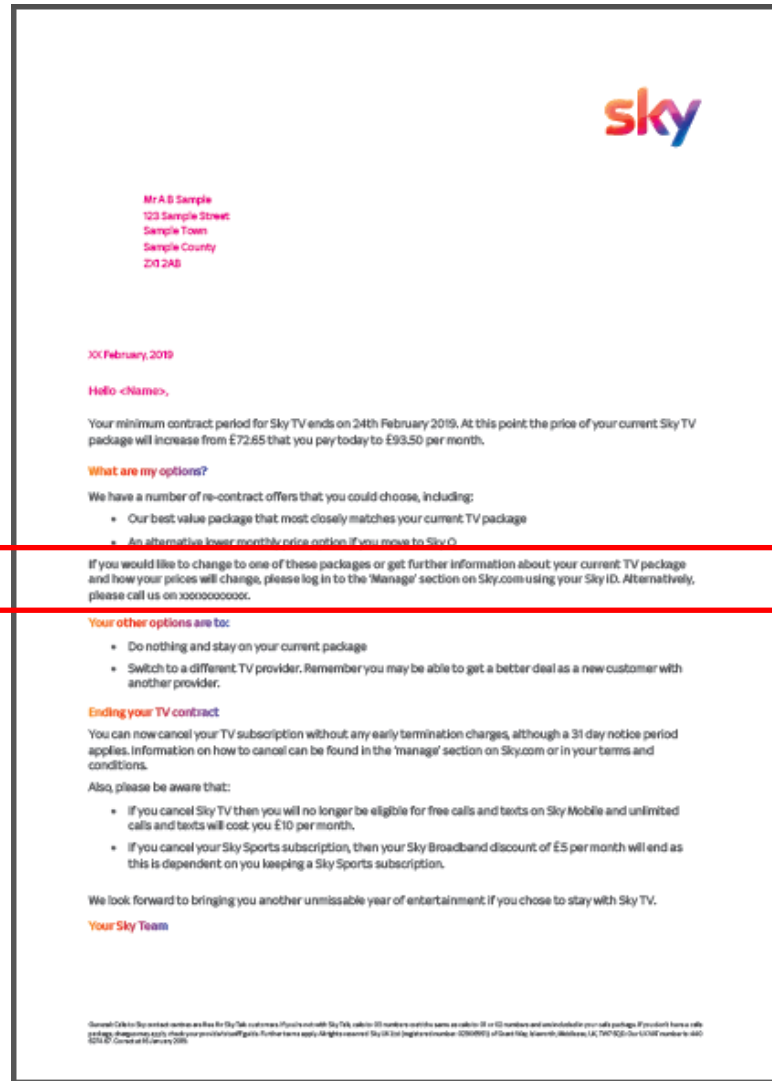


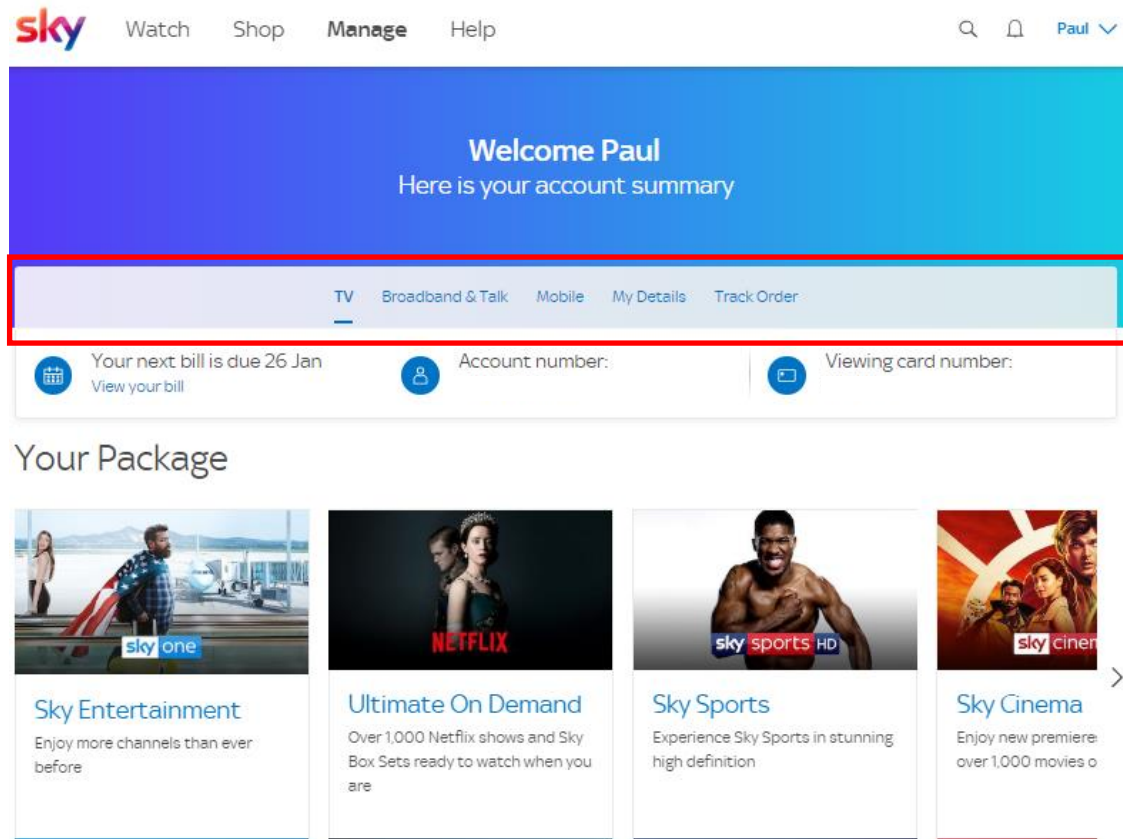
Customer receives simplified notification which refers to online account for further information (alternative option is to call)



- Clear instructions for customers on how to access further information including by logging in to their online account.
- Notifications sent by email would include an account link for direct access.

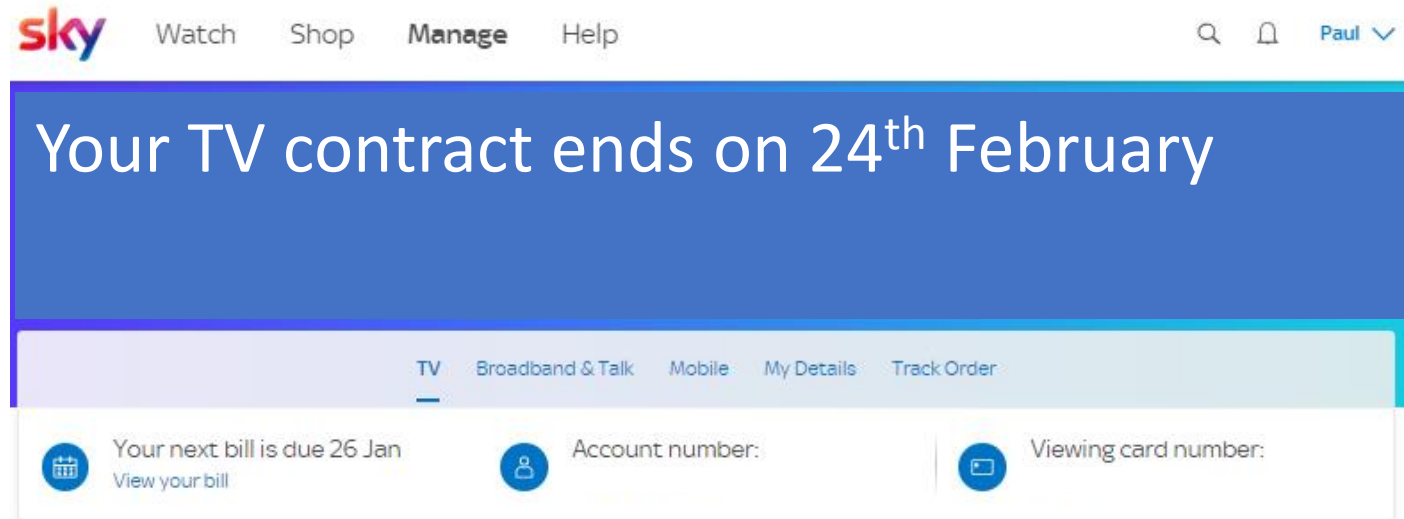


Customer who logs in to their online account is presented a prominent link to end of contract / best tariff information



For example, a new link added to the banner navigation on the main 'Manage' page headed 'End of contract / best tariff information'

Customer clicking that link is presented with end of contract / best tariff information in an easy to navigate format



End of contract and best tariff information

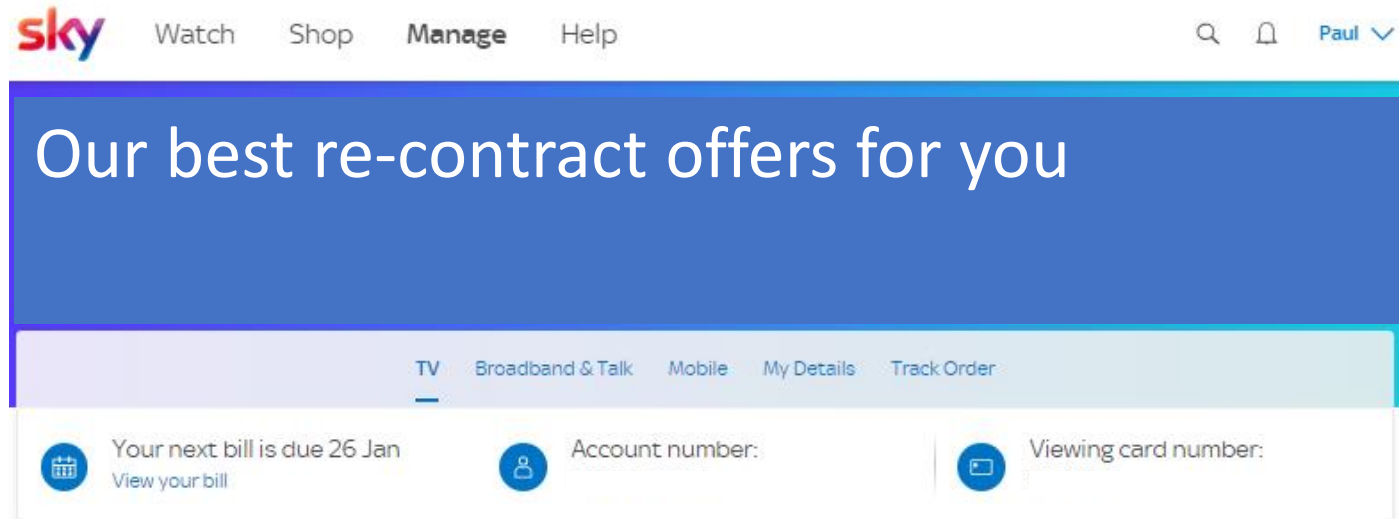
Click here to see the changes to the price of your TV subscription from 24th February

Click here for details of our best re-contract offers for you

Click here for information about how to cancel your TV services



Customer clicking on the best tariff link is presented with up to three options



Choose from the options below

Save £9.50 a month by re-contracting for 18 months on your current package

[Click here for details](#)

Save £21.50 a month by re-contracting for 18 months with Sky Q (upfront charges apply)

[Click here for details](#)

We also have a range of upgrade offers that you're eligible for

[Click here for details](#)

These links would take the customer to the separate online page for each offer that sets out the offer details in full and allows customers to complete the change online

