

Hi there

We run one of the leading broadband information and comparison websites in the UK www.broadband.co.uk . We gained Ofcom accreditation earlier this year.

I read with interest your publication today at <http://stakeholders.ofcom.org.uk/consultations/consumer-switching/>

We have been doing our own research into why people have problems/issues with the idea of switching and we've gathered quite a lot of data on the subject, if you'd be interested in gaining access to this then let me know.

The biggest issues we are finding with people is:

1): Losing email - switching provider usually means losing a provider based email, we encourage people to use services such as gmail to become provider independent, however if losing providers were obliged to forward mail sent to moving customers old email address (which is a technically simple task) then this would encourage more people to switch if it was in their best interests otherwise.

2): Fear of poor service - customers worry they will go from the frying pan and into the fire when switching, and long contracts are a barrier to switching. Ideally making gaining providers provide a "trial period" of for example 1 month during which time a customer may switch away without penalty if the service provided does not meet the expectations set at sign up.

3): [X]

I hope you find this information useful, and as I say if you'd like access to any of the data we have collected then please do not hesitate to get in touch.

Thanks
Edd Dawson
Managing Director
broadband.co.uk