

Title:

Mr

Forename:

Colin

Surname:

Hutchison

Representing:

Self

Organisation (if applicable):**Email:**

colin.hutchison@ukonline.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:

E-mail is Key Here. What is frequently overlooked is that Broadband providers also provide users with their e-mail address. They usually offer no means by which an e-mail address can be retained. Changing an e-mail address takes a major amount of effort and cost and in my experience is THE main factor for anyone who does not own their own or business domain name. I have discovered this not only through personal experience but also that of other users through my own company - The Computing Company - over the past 16 years.

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.:

In my experience consumers have usually experienced enough hassle and downright corporate lying prior to making any consideration about changing. Some of the largest providers are not contactable by telephone or if they are offer no human contacts.

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.:

This is usually fairly well described but companies are often very reluctant to give the required data and GPL switching is preferred. There is usually no problem with mobile or fixed line numbers - especially when local. The provision of new user names and passwords is fairly fast. The changeover at the exchange, however, can be deliberately delayed - but not excessively so. It is with e-mail addresses that there is no accord at all.

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.:

Yes. I have been involved in computing services since 1990 with my own company and I don't understand some of the corporate gobbledygook. How many pages of evidence do you need - just look at the lies told about speed.

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.:

Absolutely essential and usually catered for with the single exception of e-mail which can be cut off overnight. I was caught by double billing and had to take legal action - no-one on end of telephone !!!!

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.:

Not really a major thing. This is usually countered by the new supplier but frustration comes from updating at the exchange.

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.:

It is a perfectly acceptable marketing activity and one that any reputable company should do. To determine why customers are leaving and trying to persuade them otherwise can only help to improve services. However, in one of my experiences I had to counteract a whole series of threats and 'wrong' information.

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.:

I would be happy if you put e-mail on the agenda.

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

You forgot e-mail in terms of time and effort.

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

No comment

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

This has been, and will continue to be, an area of continuous change.

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

Yes - apart from e-mail

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

Yes

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

Yes - add e-mail though.

Question 14: Which of the identified GPL switching options do you support? Please provide an explanation for your answer.:

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

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