

Title:

Mr

Forename:

Barry

Surname:

King

Representing:

Self

Organisation (if applicable):

Email:

barryking@f2s.com

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:

I am not sure if it is technically possible, but a bar to switching is the non transfer of email addresses. Most people use email addresses tied to their service provider. For most people this email address will be known to many people and organisations. To have to change this is time consuming and difficult. Transfer of email address would certainly lift a big obstacle for individuals seeking the best service provider.

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.:

Yes, see comments

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.:

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.:

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.:

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.:

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.:

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.:

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

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

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

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

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

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

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?: