

**Title:**

[✂]

**Forename:**

**Surname:**

[✂]

**Representing:**

Organisation

**Organisation (if applicable):**

[✂]

**Email:**

[✂]

**What do you want Ofcom to keep confidential?:**

Keep organisation 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:**

This is an important issue which should be driving down the costs of Broadband, but is failing to do so because of suppliers policies and practices.

**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. Suppliers cause hassle, for example when the start/continuation dates for various elements of a bundle of services differ. It is impossible for the consumer to unravel the implications of switching from all or one element of the bundle. Suppliers should mesh the continuation dates, even when the start dates for different elements have been different.

**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.:**

Yes, suppliers fail to provide clear information about the opportunities and implications of switching, and how to do it. There is deliberate obfuscation and confusion, including dire warnings about “penalties” and loss of service.

**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.:**

Suppliers should be obliged to provide clear statements, in plain English normal sized print on paper, of start and continuation dates, cancellation notice requirements and any possible penalties.

Suppliers should also provide similar statements on any “special offers” or reduced rates, stating how long these last, what elements are tied-into them and any penalties for leaving early.

**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.:**

Not in my experience.

**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.:**

Yes, providers deliberately make the switching process obscure in order to frustrate users who may want to do so.

**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.:**

Not in my experience.

**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.:**

Residential customers are not provided with unambiguous and timely information, not with a minimum cost, properly staffed helpline to deal with any queries they may have.

**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?:**