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The Office of the Telecommunications  
Adjudicator

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**By email only**

Dear David,

**[Request for OTA2 to review and coordinate One Touch Switch matching improvement activities](#)**

I refer to my [letter](#) of 4 September 2024 where I noted that evidence from communications providers indicated a need for further analysis and improvement to ensure the One Touch Switch (OTS) matching process, which is integral to the design of OTS, achieves a sufficiently high success rate to support all customer switching journeys. On that basis, Ofcom retained the Notification of Transfer (NoT+) and asked network operators to keep this functionality for a limited 6-week transition period, following OTS launch on 12 September 2024. This is to help protect switching customers on those networks and ensure they receive the necessary information if it is not possible to complete their switch via OTS.

As I made clear in my letter, it is imperative that providers continue to make urgent progress with improvements to the OTS process to support all switching customers to use OTS before the planned withdrawal of NoT+ on 24 October 2024. I also highlighted the critical importance of communications providers working together to achieve this objective and cooperating with other industry stakeholders including The One Touch Switching Company (TOTSCo) and network operators. I also mentioned that I was asking the Office of the Telecommunications Adjudicator (OTA2) to work closely with industry to ensure a smooth and speedy transition.

Following our recent discussions where you set out options for the OTA2 to assist in this area, I am writing to confirm that I would like the OTA2 to work with providers in scope of OTS rules, TOTSCo and other relevant stakeholders, to coordinate and facilitate industry effort on matching improvement in the run up to 24 October 2024 (the end of the six-week transition period). This will include:

- investigating the implementation of industry best practice and identifying causes of matching failure;
- scrutinising the matching approach for both losing and gaining journeys of providers to improve all matching rates; and
- producing a report of key observations and recommendations that can be implemented by communications providers, including as appropriate by amendment to industry best practice.

I understand that during this initial investigatory phase, you intend urgently to survey and meet with stakeholders who have been closely involved with recent matching review activities, which I support. I would emphasise it remains essential that any general insights gained from this work are shared with the full community of OTS communications providers, including as appropriate via TOTSCo, so

they can be implemented for all switching customers. Reporting from OTA2 on this matter will also be of vital importance in helping inform Ofcom on the improvements in matching success rates and the scheduled withdrawal of NoT+.

Ofcom will continue to monitor the implementation of OTS closely, and I expect providers to cooperate promptly, openly and positively with the OTA2 in this matter to ensure that OTS can be fully adopted with the greatest urgency, and by the planned withdrawal of NoT+ on 24 October 2024.

Yours sincerely,

Cristina Luna-Esteban