Option Y – YHUB Switching Process

Customer

1. Customer wants to switch their BB & Voice services to another CP

2. Customer Contact
Customer contacts GP (CP2)

3. Customer Contacts GP by:
- Online order portal
- Fixed Phone
- Mobile Phone
- In-store
and requests to switch services ①

4. Customer provides details as requested by GP

14. Customer – Explicit consent
- confirms they have received Switch Info and Regulated Info, and that they consent to contract for new services and switch.
Consent provided via:
- by phone: Verbal consent
- by web (on-line): customer ticks consent check-box
- in-store: Verbal consent/hard copy ⑤

GP Contract information sent to Customer

Gaining Provider – CP2

5. GP – Take switch details
(i) provides info about switching process
(ii) takes customer and switch details:
- Name of account holder
- Contact (email / postal / mobile / fixed no.)
- Address/postcode (GP converts to UPRN)
- Losing Provider (name on bill)
- Services to be switched
- Switch date
- Customer consent to GP switch info request
Note: individual CPs will tailor the customer journey as they wish: e.g. credit check, etc may take place at this step ②

6. GP – Validate
(i) checks available services for target address (with upstream infrastructure provider if applicable)
(ii) runs credit check
(iii) GP provides Customer and switch details to Hub and requests switch info
(iv) checks whether engineer visit is required ③

7. GP – Request LP Switch Info
(i) - Customer consent to GP switch info request (if not already provided)
(ii) GP provides Customer and switch details to Hub and requests switch info

11a. GP – resolves non-match
May require customer to provide additional data, e.g.:
- account number
- account holder name
- CLI of existing phone service
- NTP serial number
Note: GP may contact LP to resolve if unable to match via Hub (e.g. via back –channel)

11. GP – Provide GP and LP Switch Info
GP triggers Hub to send LP switch info immediately and directly to the customer
- for phone or in-store orders; by email, SMS or letter, to the contact details provided by GP and LP
- GP sends contract summary and other regulated info, in durable medium, in parallel, and by the same route as switch info is provided (or in hard copy if customer is in-store) unless customer requests another route

LP Switch Implications information sent to Customer
(not shared with GP)

GP triggers Hub to send LP SI

13. GP – on-line journey only
- LP switch info provided to customer via secure '3D ' (pop-up) screen, retrievable only by customer

15. GP – Records consent
- Consent recorded/stored in durable form (call record, web check box, hard copy, video)

A

Hub

8. Hub – Request LP Switch Info
Hub records request and forwards to LP

10a. Hub – No/Partial Match
- Hub updates GP with request for additional information and/or resubmitted request with new details

10. Hub – Full Match
- Hub creates unique switch order reference and forwards to GP

12. Hub – Send switch info to customer
- Hub sends LP switch info to customer using contact details provided (e.g. by email, SMS, letter or secure on-line)

Losing Provider – CP1

9. LP – Generate Switch Info
LP checks UPRN, services, customer name:

(i) Full Match
- LP provides switch info, service info to **Hub** and provides it's own customer contact email/mobile number if different

(ii) Partial/no match
- LP requests additional details from GP via Hub ④
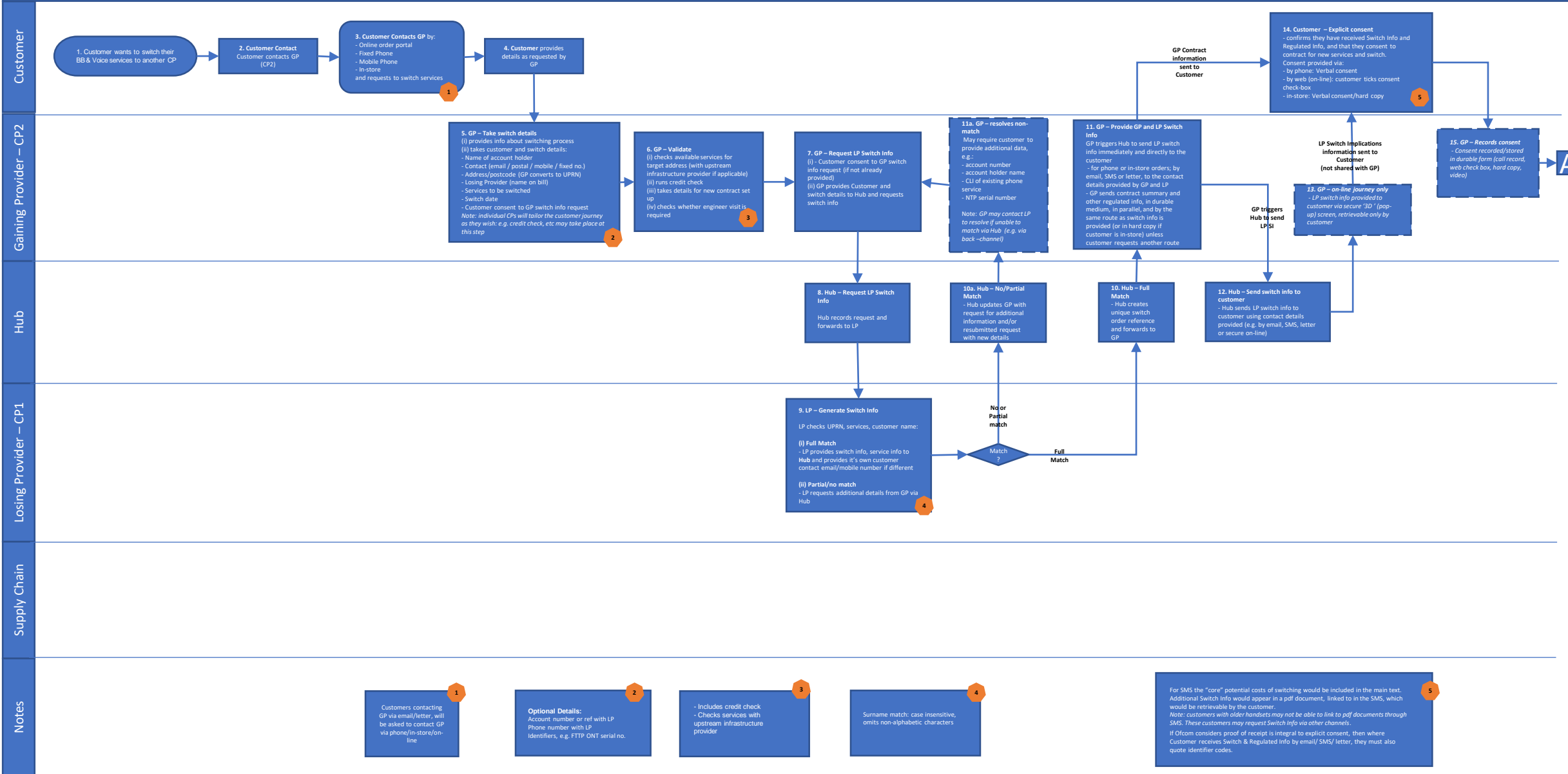
Match ?

No or Partial match

Full Match

Supply Chain

Notes

① Customers contacting GP via email/letter, will be asked to contact GP via phone/in-store/on-line
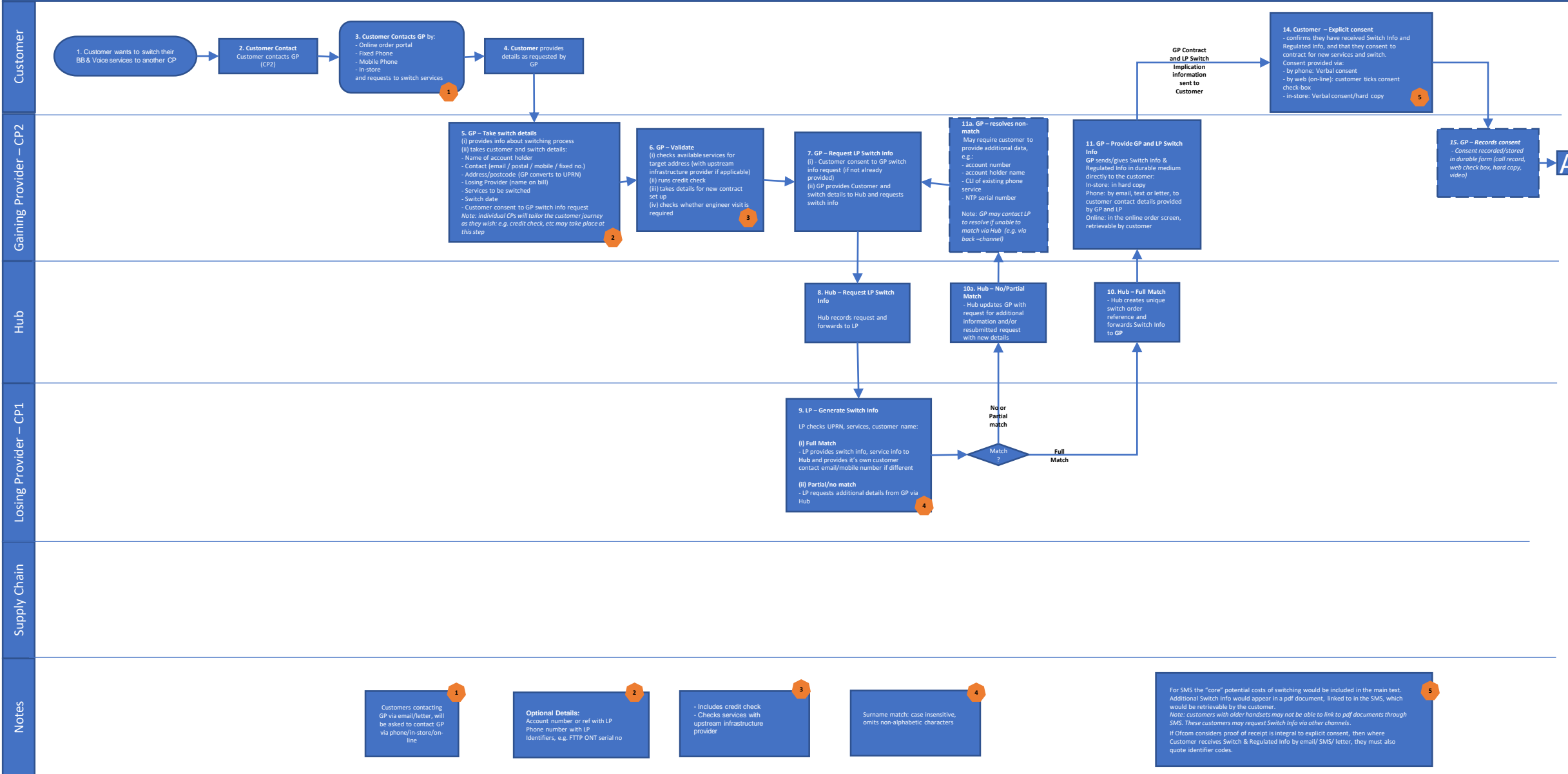
② Optional Details:
Account number or ref with LP
Phone number with LP
Identifiers, e.g. FTTP ONT serial no.

③ - Includes credit check
- Checks services with upstream infrastructure provider

④ Surname match: case insensitive, omits non-alphabetic characters

⑤ For SMS the "core" potential costs of switching would be included in the main text. Additional Switch Info would appear in a pdf document, linked to in the SMS, which would be retrievable by the customer.
Note: customers with older handsets may not be able to link to pdf documents through SMS. These customers may request Switch info via other channels.
If Ofcom considers proof of receipt is integral to explicit consent, then where Customer receives Switch & Regulated Info by email/ SMS/ letter, they must also quote identifier codes.

Option Y – YGP Switching Process

Customer

1. Customer wants to switch their BB & Voice services to another CP

2. Customer Contact
Customer contacts GP (CP2)

3. Customer Contacts GP by:
- Online order portal
- Fixed Phone
- Mobile Phone
- In-store
and requests to switch services ①

4. Customer provides details as requested by GP

GP Contract and LP Switch Implication information sent to Customer

14. Customer – Explicit consent
- confirms they have received Switch Info and Regulated Info, and that they consent to contract for new services and switch.
Consent provided via:
- by phone: Verbal consent
- by web (on-line): customer ticks consent check-box
- in-store: Verbal consent/hard copy ⑤

Gaining Provider – CP2

5. GP – Take switch details
(i) provides info about switching process
(ii) takes customer and switch details:
- Name of account holder
- Contact (email / postal / mobile / fixed no.)
- Address/postcode (GP converts to UPRN)
- Losing Provider (name on bill)
- Services to be switched
- Switch date
- Customer consent to GP switch info request
Note: individual CPs will tailor the customer journey as they wish: e.g. credit check, etc may take place at this step ②

6. GP – Validate
(i) checks available services for target address (with upstream infrastructure provider if applicable)
(ii) runs credit check
(iii) takes details for new contract set up
(iv) checks whether engineer visit is required ③

7. GP – Request LP Switch Info
(i) - Customer consent to GP switch info request (if not already provided)
(ii) GP provides Customer and switch details to Hub and requests switch info

11a. GP – resolves non-match
May require customer to provide additional data, e.g.:
- account number
- account holder name
- CLI of existing phone service
- NTP serial number
Note: GP may contact LP to resolve if unable to match via Hub (e.g. via back –channel)

11. GP – Provide GP and LP Switch Info
GP sends/gives Switch Info & Regulated Info in durable medium directly to the customer:
In-store: in hard copy
Phone: by email, text or letter, to customer contact details provided by GP and LP
Online: in the online order screen, retrievable by customer

15. GP – Records consent
- Consent recorded/stored in durable form (call record, web check box, hard copy, video)

A

Hub

8. Hub – Request LP Switch Info
Hub records request and forwards to LP

10a. Hub – No/Partial Match
- Hub updates GP with request for additional information and/or resubmitted request with new details

10. Hub – Full Match
- Hub creates unique switch order reference and forwards Switch Info to GP

Losing Provider – CP1

9. LP – Generate Switch Info
LP checks UPRN, services, customer name:

(i) Full Match
- LP provides switch info, service info to Hub and provides it's own customer contact email/mobile number if different

(ii) Partial/no match
- LP requests additional details from GP via Hub ④

Match ?

No or Partial match

Full Match

Supply Chain

Notes

① Customers contacting GP via email/letter, will be asked to contact GP via phone/in-store/on-line

② Optional Details:
Account number or ref with LP
Phone number with LP
Identifiers, e.g. FTTP ONT serial no

③ - Includes credit check
- Checks services with upstream infrastructure provider

④ Surname match: case insensitive, omits non-alphabetic characters

⑤ For SMS the "core" potential costs of switching would be included in the main text. Additional Switch Info would appear in a pdf document, linked to in the SMS, which would be retrievable by the customer.
Note: customers with older handsets may not be able to link to pdf documents through SMS. These customers may request Switch info via other channels.

If Ofcom considers proof of receipt is integral to explicit consent, then where Customer receives Switch & Regulated Info by email/ SMS/ letter, they must also quote identifier codes.

Option Y – YHUB & YGP Switching Process (common for both)

Customer

17. Customer order confirmation
- receives order update, contract and confirmation of delivery date, appointment (if required) etc. **6** **7**

24. Customer order completion confirmation
- receives order completion notification from GP (new service billing initiated)
- receives service cease confirmation from LP and Final Bill

Customer Switching Process Complete

Gaining Provider – CP2

A

16. GP – Place Order
(i) confirms order and provides contract
(ii) completes order entry in their systems and with supplier
(iii) transmits order status update to Hub **8**

23. GP – Receive Order completion
(i) confirms service provision complete, service activated and working
(ii) informs Hub of 'switch complete' (to trigger LP cease activity)

28. GP – Receive LP Cease confirmation
- confirms service and billing has been ceased/stopped by LP

Note: if Cease confirmation not received, the GP will 'own' customer experience until resolved

GP Switching Process Complete

Hub

18. Hub – Receive Switch notification
(i) updates record to confirm GP has placed order/ requested transfer date
(ii) informs LP of expected cease date

25. Hub – Receive Switch complete notification from GP
(i) updates record to confirm GP has completed switch
(ii) informs LP of switch complete (date and time)

27. Hub – Receive Switch Cease completion notification from LP
(i) updates record to confirm LP has completed cease
(ii) informs GP of cease completion

Hub Switching Process Complete

Losing Provider – CP1

19. Losing Provider – Receive Switch notification
(i) receives switch notification from Hub (and supply chain if 'intra switch')
(ii) generates STSYG letter and sends to Customer

26. Losing Provider – (Switch) Order completion
- ceases services with supply chain (if not 'intra switching')
- updates billing systems
- send cease completion notification to Hub
- sends final bill to customer

LP Switching Process Complete

Supply Chain

20. Supply Chain – Receive order
- progress according to specific order type and scenario
- can be 'simple' provide (for Inter switch) or 'asset reuse' (for intra switch) **8**

21. Gaining Supply Chain – progress order in timeline agreed by GP and Customer
- progress BAU
- order updates to GP (and 'managed cease' notifications to LP if 'intra switching')
- schedules all appropriate tasks to meet required date **8**

22. Gaining Supply Chain – progress order in timeline agreed by GP and Customer
- completes all activities to provide new service(s)
- informs GP of completion (and LP if 'Intra switch')

Losing Supply Chain – cease service (requested by LP if not 'intra switch')
- ceases any service(s) not already ceased as part of switch

Losing Supply Chain Process Complete

Gaining Supply Chain Process Complete

Notes

Customer: **6**
Can contact GP to cancel under CCR up to 14 days after contract, where order is placed remotely

Switch order reference: **8**
The switch order reference (SOR) is carried throughout supply chain (e.g. included in any 'intra switching' managed cease notifications)

Customer and GP: **7**
Customer and GP can reschedule up to Point Of No Return (usually day before switch)

Time passes as technical requirements and/or engineering activities progress to meet required customer agreed switch date **7**