



## BT Renewable Contracts

**Mystery shopping survey**

**A report written by  
eDigitalResearch for Ofcom**



**Research report**

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## Section 1

### Executive summary

- 1.1 Ofcom (the office of communications) commissioned eDigitalResearch to conduct a mystery shopping exercise of BT about telephone calling plans.
- 1.2 We wanted to see how BT responds to enquiries about its packages and whether it promotes its renewable contract plans ahead of other options.
- 1.3 We also wanted to see whether consumers were given all the facts about renewable contracts so they could make the right choices about which plan to buy.

#### BT telephone advisors mentioned plans which have renewable contracts more often than those that do not

- 1.4 Upfront, without any prompting, three quarters of surveyors who called BT were told about the unlimited anytime plan (UAP) and the unlimited evening and weekend plan (UEWP). These two plans come on a renewable contract.
- 1.5 However, only 57% were told about the unlimited weekend plan (UWP) upfront. This is the only plan which is not available on a renewable contract. 12% were not told about the UWP even after specifically asking.
- 1.6 More than half of surveyors were only told upfront about the renewable contract options for the UEWP and UAP, this figure was even higher for non-BT customers.
- 1.7 Around a third were told about both the renewable contract and one month term option (which is not a renewable contract). Very few were only told about the one month term options.

#### Many aspects of the renewable contracts were not explained to surveyors even after gentle prompts.

- 1.8 Depending on which plan they were talking about, between 54% and 57% were not told that the contract automatically renewed after 12 months unless you opt out.
- 1.9 Between 53% and 56% were not told that they would be advised when the contract was up for renewal.
- 1.10 Around 68% were not told there would be penalty charges if the contract was cancelled before the end of the contract.
- 1.11 Between 70% and 74% were not told what charges they would have to pay if they were to cancel the contract.
- 1.12 Between 56% and 60% were not told how they would be advised the contract was up for renewal.
- 1.13 Between 61% and 70% were not told what they had to do to stop the contract being renewed.

Where details of renewable contracts was provided by BT telephone advisors, the information was not always consistent or correct

- 1.14 Of those surveyors who were told there would be penalty charges if the contract was cancelled before its end, around half were told the wrong amount
- 1.15 Around 1 in 6 were correctly told they would receive notification that their contract was coming to an end within the last month of contract, falling to less than 1 in 5 for non-BT customers

When surveyors emailed a question to BT rather than telephone them, they got back mixed levels of information.

- 1.16 A third got no response at all to their email query.
- 1.17 6% of those surveyors who did get a response to their email were not given any information, they were just told to go to the website.
- 1.18 Most of BT's emails back to the surveyors contained no mention of 12 month renewable contracts.
- 1.19 Among the one third of email responses that did mention renewable contracts, only 12 out of 46 were given any details as to what a renewable contract is.

On the web, surveyors did not find it easy to find all relevant details concerning renewable contracts.

- 1.20 On the calling plan information pages the plans are clearly displayed, including the two plans which do come on a renewable contract and UWP which does not.
- 1.21 Details regarding the one month term options and the penalty charges when you cancel the renewable contract are not clearly shown. Surveyors felt that they would not have found this information easily had they not been asked to search for it.
- 1.22 The 'get it now' pages did provide more information than the calling plan pages, but information on penalty charges was still difficult to find.

## Section 2

# Background, objectives and methodology

- 2.1 BT offers renewable contracts within the highly competitive consumer communications marketplace.
- 2.2 The consumer has to opt out, rather than opt in to a follow on fixed term contract when their current one expires.
- 2.3 There are concerns about this new approach in terms of transparency and consumer awareness.
- 2.4 This research sought to test:
  - How BT responds to customer queries on the types of contracts available
  - How transparent is the information BT provides, specifically in relation to the automatic renewal process
  - The accuracy and consistency of the information BT provides about its calling plans
  - Consumer views on the experience of talking to BT about calling plans
  - Whether the experiences of BT customers are different to those of non customers when they make enquiries about calling plans

We used a mystery shopping approach for this research.

- 2.5 We used consumers from the eDigitalResearch's eMysteryShopper Panel, which contains around 10,000 profiled surveyors recruited from a variety of sources
- 2.6 A total of 210 surveys were completed, 105 from BT customers and 105 from non-customers.
- 2.7 The surveyors were paid a small incentive in return for filling in a detailed online survey on their experiences of interacting with BT
- 2.8 Surveyors acted as themselves, playing the role of real consumers, using their own equipment
- 2.9 Fieldwork took place between 13 July – 10 August
- 2.10 Surveyors were asked to find out specific details about the calling plans
- 2.11 For enquiries by telephone, surveyors were asked to report if the details told to them were offered during the call (unprompted), only after prompting, only when asked specifically or if not provided at all
- 2.12 We assume that most consumers would not ask specifically about detailed aspects of renewable contracts in real life, so this research is mainly about what BT tells those who call in either straight away or after prompting.

- 2.13 We also asked surveyors to write an email to BT, in their own words, asking for information about calling plans.
- 2.14 A small, different group of surveyors went to the BT website and told us what they found out about calling plans.

## Section 3

### BT telephone advisors

A significant minority of BT advisors were unable or unwilling to provide relevant and balanced information on all three plans to non-customers

- 3.1 40% of surveyors felt that no questions were asked of them to help identify a suitable calling plan.
- 3.2 92% of surveyors stated they didn't feel under any pressure to sign up to a plan during the call.

In around 20% of cases, BT only presented packages with renewable contracts to non-customers who called in for information

- 3.3 Most surveyors did have all three packages presented to them upfront.
- 3.4 But, before any prompting, a quarter of non-BT customers (and 16% overall) were not told about AWP.
- 3.5 Even after prompting, a third of non-BT customers (33%) were not told about the AWP.
- 3.6 A third of callers were told about both renewable and non-renewable contract options for UEWP & UAP.
- 3.7 But over a half were not told upfront that there are non-renewable contract options for UEWP & UAP.
- 3.8 Non-BT customers are more likely to only be told about the renewable contract option.
- 3.9 Even after gentle prompting, 45% of surveyors would not have been told about the 1 month term option for the UEWP and 60% would not have been told this option for the UAP
- 3.10 Non-BT customers were the least likely to be told about these options (52% UEWP, 69% UAP).

Existing BT customers and non-customers were treated differently

- 3.11 More customers were made aware of non-renewable contract options for UEWP & UAP
- 3.12 By contrast, a significant proportion of non-customers were not told they could have the UEWP & UAP on non-renewable contracts

In around one fifth of cases, we found the BT advisors unable or unwilling to explain all aspects of packages. But, there was no evidence of them specifically withholding renewable contract related information

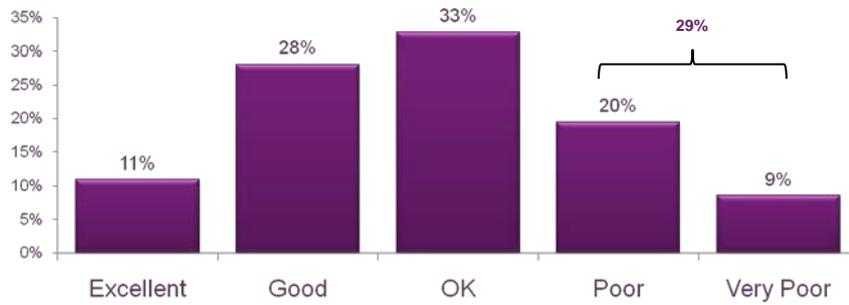
- 3.13 51% (UEWP), 54% (UAP) would not have had a renewable contract explained to them if they had not known to ask.
- 3.14 In most cases, the BT advisors did communicate that the headline UEWP and UAP plans were on renewable contracts, regardless of whether the caller was an existing customer or not.

Generally, the BT advisors were unable or unwilling to openly communicate full, accurate details of the terms of the renewable contract

- 3.15 Some aspects fared better than others. For example, advice on when the contract is up for renewal was mentioned, unprompted, to around a third of surveyors. The majority of those told about the process for renewal notifications were told it would be sent by letter.
- 3.16 But only 16% (UEWP) to 17% (UAP) were told they would receive the renewal notification within the last month of the contract. Others were given inaccurate or no information on this.
- 3.17 There was variation in the penalty charges amounts surveyors were told.
- 3.18 BT customers were more likely to be told the right information about when they would be informed of the contract renewal but even for this group a minority were told 'within the last month of the contract'.
- 3.19 BT did not fully and openly explain all the terms of the renewable contract
- 3.20 There were some inaccuracies in terms of when the renewal is notified and the penalty charges
- 3.21 Overall ratings of the call to BT were not very positive with over a quarter rating it as 'poor' or 'very poor'.

Figure 3.1: overall experience of the call

Overall experience of the call



- Over one quarter reported their experience of the call as poor
- BT customers appear to have had a more positive experience overall with 45% rating it as 'excellent' or 'good' compared with 33% of non-customers

Source: eDigitalResearch, survey conducted July – August 2009  
Base: 210  
Question: Overall, how would you rate your experience of this call?

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## Section 4

# BT email customer service

In our view, when our surveyors emailed a question to BT asking for the difference between the UWP and UEWP plans, BT was less than fully open and transparent in 55 cases out of a total base of 210 email (26%). This proportion rises to 39% of those who received an email response

- 4.1 A further 12 were provided with varying amounts of relevant detail on renewable contracts (i.e. 6% of all emails, 8% of email responses).
- 4.2 BT provides basic information on the benefits of the 2 packages in response to email queries.
- 4.3 Information regarding the 12 month renewable contracts is not included in all email summaries of the plans. Limited attempts are made to highlight the implications of a renewable contract.
- 4.4 Emphasis is given to the one month term option for the UEWP in email responses.

## Section 5

### BT website

If surveyors had not been asked to look for information regarding the one month term options and penalty charges, none of them felt they would have found this out

- 5.1 From the information pages about calling plans each of the 3 plans is clearly displayed
- 5.2 For the 2 plans which are offered on 12 month renewable contracts, only this option is displayed on the main page
- 5.3 Details on renewable contracts is contained in small print at the bottom of the page and via a link to terms and conditions

The 'get it now' pages present more information about renewable contracts than the calling plan information pages

- 5.4 From the 'get it now' pages, surveyors felt that the information on penalty charges would not have been found unless they had been asked to search for these details
- 5.5 Other details regarding the plans have mixed responses to whether the information was found, indicating that it is available but not obvious to all

## Section 6

# Conclusions

BT telephone advisors mentioned plans which have renewable contracts more often than those that do not

- 6.1 Upfront, without any prompting, three quarters of surveyors who called BT were told about the unlimited anytime plan (UAP) and the unlimited evening and weekend plan (UEWP). These two plans come on a renewable contract.
- 6.2 However, only 57% were told about the unlimited weekend plan (UWP) upfront. This is the only plan which is not available on a renewable contract. 12% were not told about the UWP even after specifically asking.
- 6.3 More than half of surveyors were only told upfront about the renewable contract options for the UEWP and UAP, this figure was even higher for non-BT customers.
- 6.4 Around a third were told about both the renewable contract and one month term option (which is not a renewable contract). Very few were only told about the one month term options.

Many aspects of the renewable contracts were not explained to surveyors even after gentle prompts.

- 6.5 Depending on which plan they were talking about, between 54% and 57% were not told that the contract automatically renewed after 12 months unless you opt out.
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## Annex 1

### Levels of prompting

Example:

***“Was it explained to you in your call that a calling plan was available without a 12 month renewable contract?”***

***“Yes, without me needing to mention it”*** – Please select this if you were told that the plan was available without a contract by the advisor with no prompting, they explained this to you freely

***“Yes, but I had to ask if there were any further details”*** – please select this if you have to probe for more details and then they offered up this information. Prompts would include things such as ‘is there any other way to sign up to this calling plan?’

***“Yes, but I had to ask specifically”*** - please select this if you had to ask specifically as information was not given even after prompting. A specific request would be ‘Is it possible to have this plan without a 12 month contract?’

***“No, not even when I asked”*** – please select this if the information was not given even if you prompted and asked specifically.

Annex 2

## BT's calling plans

BT offered 3 plans when this research was conducted:

	With renewable contract	Without renewable contract
Unlimited Weekend Plan	n/a	Free
Unlimited Evening & Weekend Plan	Free	£2.95 <sup>1</sup>
Unlimited Anytime Plan	£4.95	£5.95 <sup>1</sup>

1. One month term

Annex 3

BT calling plans webpage (at the time of the survey)

## Home phone and Calling Plans

Want to get a new line, reconnect or switch your calls to us? Just choose a Calling Plan below. All our plans have inclusive weekend UK\* landlines calls as standard and now save more on mobile and international calls with **new Friends & Family add-ons**.

**Quick comparison**

**Weekend**

**Unlimited Weekend Plan**

M T W T F S S

**£0**  
a month

plus £11.25 line rental

**Get it now**

- ✓ Unlimited calls to UK\* landlines **at weekends**
- ✓ Free calls to 0845 & 0870 numbers\* **at weekends**
- ✓ Calls to UK landlines in the evening 1.45p/min, during the day 4.5p/min†

[Learn more >](#)

**Evening & Weekend**

**Unlimited Evening & Weekend Plan**

M T W T F S S

**£0**  
a month

plus £11.25 line rental (12 month renewable contract)

**Get it now**

- ✓ Unlimited calls to UK\* landlines **at weekends and evenings**
- ✓ Free calls to 0845 & 0870 numbers\* **at weekends and evenings**
- ✓ Daytime calls to UK landlines 4.5p/min†

[Learn more >](#)

**Anytime**

**Unlimited Anytime Plan**

M T W T F S S

**£4.95**  
a month

plus £11.25 line rental (12 month renewable contract)

**Get it now**

- ✓ Unlimited calls to UK\* landlines **at all times**
- ✓ Free calls to 0845 & 0870 numbers\* **at all times**
- ✓ Discount call rates to mobiles only 7p/min† at all times

[Learn more >](#)

**Get a phone line or switch to us**

Don't have a BT phone line?  
[Find out how to get one](#)

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Got a phone line with another provider?  
[Find out how to switch to BT quickly and easily.](#)

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**Get all three with BT >**

Get your calls, broadband and TV together.




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**Already have a BT phone line?**

[Change your Calling Plan or Friends & Family Add-ons](#)

[Learn more about changes to previous Friends & Family discount](#)

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[Understand changes to your bill](#)

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[Sign up to Direct Debit and paper-free billing and save on line rental](#)

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[Report or track a fault](#)

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[Track an order for a new line](#)

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**Manage your account online**

[Log in](#) or [sign up](#)

## Annex 4

### Data collection survey

We are investigating the information provided by BT to potential new customers and existing BT customers regarding the different call plans available and the contracts associated with them. You will be required to make a call to BT and report the information they provide to you based without your prompts and with your prompts for more details.

Please call the following number 0800 800 150 and indicate that you are thinking about changing your phone line to BT and would like to know about the different calling plans available (if you are not an existing BT customer) or that you would like to know about the different calling plans available (if you are already a BT customer).

There are three different calling plans available to you:

Unlimited Weekend Plan

Unlimited Evening & Weekend Plan

Unlimited Anytime Plan

Please focus on these calling plans, add ons such as Friends and Family are not to be considered as part of this survey process.

#### ***[information box]***

Item #3, Information box, Initial status: Optional

We want to know the following information, please read this before your call to ensure you are able to answer all the questions in the survey accurately.

Do they mention each of the plans to you?

If not, be prepared to prompt them.

Please allow the advisor to explain each point to you before prompting, only prompt if you feel that the advisor is not going to explain required details to you. The conversation should follow the course of a natural query. For each detail we are interested in we ask if you were told without the need to prompt (i.e. the information was freely offered to you), if you had to prompt for more detail (i.e. you asked gently probing questions to see if there were any other details you should know, 'what makes this plan different than the others?' etc.), and if you had to ask specific questions to get the information (i.e. is this on a renewable contract? what is a renewable contract? etc.)

Each of these plans has different details attached to them, we will want to know the information that is provided to you on each of the plans and whether this was provided with or without you having to prompt for it.

Unlimited Weekend Plan:

No additional cost each month on top of the line rental

Was it explained that you have a 12 month contract for the line rental?

Was it explained that you do not have to pay a monthly fee for this call plan?

Were the benefits of the plan explained? i.e. unlimited calls to landlines at weekends and evenings, Free calls to 0845 & 0870 numbers at weekends, calls to UK landlines charged at 1.45p/min in evening and 4.5p/min in the day

Were you told that the following is included in the plan? BT Answer 1571 voicemail, BT 1471, Phone security and privacy, 24/7 help and support

Unlimited Evening & Weekend Plan:

No additional cost each month on top of the line rental if this plan is taken with a 12 month renewable contract?

Were you told details about the 12 month renewable contract on this call plan?

Were you told that you can pay a monthly fee for this call plan without having to sign up to the 12 month renewable contract?

Were you told that the contract for the call plan will be automatically renewed after 12 months?

Are you told about any penalties associated with breaking the contract i) in the initial 12 months ii) in any future renewed 12 month contract period? If you are not told – please ask the advisor what would happen if you wanted to leave the calling plan before i) the initial 12 months is up ii) a renewed 12 month period is up

Is the renewal process explained? How will you be advised that the contract is nearing an end and when? how do you cancel if you wish to after the initial contract period?

Was it explained that you have a 12 month contract for the line rental and calls?

Were the benefits of the plan explained? unlimited calls to landlines at anytime, Free calls to 0845 & 0870 numbers at weekends and after 6pm on weekdays, calls to UK landlines 4.5p/min in the day

Were you told that the following is included in the plan? BT Answer 1571 voicemail, BT 1471, Phone security and privacy, 24/7 help and support, BT Text 100 text messages sent each month from your home phone

Unlimited Anytime Plan:

£4.95 per month on top of the line rental if this plan is taken with a 12 month renewable contract?

Were you told details about the 12 month renewable contract on this call plan?

Were you told that you can pay an increased monthly fee for this call plan without having to sign up to the 12 month renewable contract?

Were you told that the contract for the call plan will be automatically renewed after 12 months?

Are you told about any penalties associated with breaking the contract? If you are not told – please ask the advisor what would happen if you wanted to leave the calling plan before i) the initial 12 months is up ii) a renewed 12 month period is up

Is the renewal process explained? How will you be advised that the contract is nearing an end and when? how do you cancel if you wish to after the initial contract period?

Was it explained that you have a 12 month contract for the line rental and calls?

Were the benefits of the plan explained? i.e. unlimited calls to landlines at weekends, Free calls to 0845 & 0870 numbers at any time, Reduced rates to UK mobiles

Were you told that the following is included in the plan? BT Answer 1571 voicemail, BT 1471, Phone security and privacy, 24/7 help and support, BT Text 200 text messages sent each month from your home phone

***Are you...***

Item #5, Multiple choice, Initial status: Mandatory

- A current BT phonenumber customer
- Not a current BT phonenumber customer

***What phone number did you ring to speak to an advisor?***

Item #7, Text Field (single line), Initial status: Mandatory

***Was there a menu of options before getting through to a live advisor?***

Item #9, Multiple choice, Initial status: Mandatory

- Yes

– No

***How long did the call last before getting through to a live advisor?***

Item #11, Multiple choice, Initial status: Mandatory

– Under a minute

– 1–3 minutes

– More than 3 minutes

***Was the first advisor you spoke to able to help with your query?***

Item #13, Multiple choice, Initial status: Mandatory

– Yes

– No

***At any point did you feel any pressure to sign up to calling plan during the call?***

Item #15, Multiple choice, Initial status: Mandatory

– Yes

– No

***Did you feel the advisor asked you questions to identify a suitable contract for you? i.e. how often you use the phone, when you mainly use the phone, attempt to find out your specific needs***

Item #17, Multiple choice, Initial status: Mandatory

– Yes – made an effort to understand my needs

– Partly – asked some questions

– No

***Can you please provide details of the questions the advisor asked you in order to find out your specific needs:***

Item #19, Text Box (multi-line), Initial status: Hidden

To make OPTIONAL:	Must match ONE OR MORE of...  1"Did you feel the advisor asked you questions to identify a suitable contract for you? i.e. how often you use the phone, when you mainly use the phone, attempt to find out your specific needs" [FeelAdvisorAskedQuestionsIdent] must be "Yes – made an effort to understand my needs"
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	2"Did you feel the advisor asked you questions to identify a suitable contract for you? i.e. how often you use the phone, when you mainly use the phone, attempt to find out your specific needs" [FeelAdvisorAskedQuestionsIdent] must be "Partly – asked some questions"
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***Please detail which order each of the following plans were mentioned to you:***

Item #21, Radio-grid (2D), Initial status: Mandatory

Options list #1:

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan
- Unlimited Anytime Plan

Options list #2:

- 1st mentioned
- 2nd mentioned
- 3rd mentioned
- Was not mentioned

***Please detail which order each of the following plans were discussed in detail with you:***

Item #23, Radio-grid (2D), Initial status: Mandatory

Options list #1:

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan
- Unlimited Anytime Plan

Options list #2:

- 1st mentioned
- 2nd mentioned
- 3rd mentioned
- Was not mentioned

**Did you have to prompt the advisor to be told about each of these plans?**

Item #25, Radio-grid (2D), Initial status: Mandatory

Options list #1:

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan
- Unlimited Anytime Plan

Options list #2:

- This plan was mentioned without me having to ask about it
- This plan was mentioned but only once I had asked if there were any other plans
- This plan was mentioned but I had to ask about this plan specifically
- No – even with prompting this plan was not mentioned

**When the plans were first mentioned to you was it raised that they are available on both a 12 month renewable contract or on a 1 month term?**

Item #27, Radio-grid (2D), Initial status: Mandatory

Options list #1:

- Unlimited Evening & Weekend Plan
- Unlimited Anytime Plan

Options list #2:

- Yes, I was told about both options when the plan was first mentioned
- No, I was only told about the 1 month term option
- No, I was only told about the 12 month renewable contract option
- This plan was not mentioned to me

**[information box]**

Item #29, Information box, Initial status: Hidden

To make MANDATORY:	Must match ONE OR MORE of...  1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it" 2"Did you have to prompt the advisor to be
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	<p>told about each of these plans?"                  [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p>
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Unlimited Weekend Plan

***Were the following explained to you regarding this plan?***

Item #31, Radio-grid (2D), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p>
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Options list #1:

- There would be a 12 month contract for the line rental to BT
- There will be no monthly charge for this call plan

Options list #2:

- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

**Where you advised that there was any minimum contract for this call plan?**

Item #33, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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– Yes

– No

**What were you told the minimum contract term was for this calling plan?**

Item #35, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ALL of...</p> <p>1"Where you advised that there was any minimum contract for this call plan?" [WhereAdvisedThatThereAnyMinimu] must be "Yes"</p>
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**Did you feel confident what the benefits of this calling plan were?**

Item #37, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only</p>
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	<p>once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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– Yes

– No

***What key benefits were highlighted to you?***

Item #39, Text Box (multi-line), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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***Were any drawbacks of this plan highlighted to you?***

Item #41, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of</p>
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	these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Weekend Plan"/"This plan was mentioned without me having to ask about it"
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– Yes

– No

***What drawbacks were highlighted to you?***

Item #43, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Were any drawbacks of this plan highlighted to you?" [WereAnyDrawbacksOfPlanHighligh] must be "Yes"
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***Please provide some comments to explain the conversation you had with the advisor about this plan i.e. their general tone, whether you felt it was easy/difficult to get key facts about the plan from them. Most importantly, if you have selected 'No, not even when asked' for any of the questions about this plan please give full details of the response the advisor gave you. We're interested to know about when they didn't give you details even when you asked for them directly.***

Item #45, Text Box (multi-line), Initial status: Mandatory

***[information box]***

Item #47, Information box, Initial status: Hidden

To make MANDATORY:	Must match ONE OR MORE of...  1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening & Weekend Plan"/"This plan was mentioned without me having to ask about it"  2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening & Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"  3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening & Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"
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Unlimited Evening & Weekend Plan

**Were the following explained to you regarding this plan?**

Item #49, Radio-grid (2D), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p>
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Options list #1:

- The calling plan is available on a 1 month term at a cost of £2.95 a month
- The plan is also available on a 12 month renewable contract for the line rental and call plan
- There will be no monthly charge for this call plan on a 12 month renewable contract
- Was it explained what a renewable contract is?
- The contract would automatically be renewed after 12 months unless you specified for it not to be
- You would be advised when the contract was up for renewal
- There would be penalty charges if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period
- Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period

Options list #2:

- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

**Please provide details of what the advisor told you the penalty charges/early termination fee would be:**

Item #51, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, without me needing to mention it"</p> <p>2"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, but I had to ask if there were any further details"</p> <p>3"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, but I had to ask about this specifically"</p>
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**What did the advisor tell you would happen if you wanted to leave the calling plan before the i) initial 12 months is up ii) renewed 12 months is up?**

Item #53, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "There would be penalty charges if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"No, not even when I asked"</p>
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	<p>2"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"No, not even when I asked"</p>
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**Were you told how you would be advised that the contract was up for renewal?**

Item #55, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

**How were you told you would be advised that the contract was up for renewal?**

Item #57, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must</p>
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	<p>be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p>
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- Letter
- Email
- Other

***If 'Other', please specify:***

Item #58, Text Field (single line), Initial status: Hidden

To make MANDATORY:	<p>Must match ALL of...</p> <p>1"How were you told you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Other"</p>
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***Will this renewal information be included in a bill or sent as a separate piece of communication?***

Item #60, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"</p>
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- In a bill
- Separate
- Was not told

**When were you told you would be sent the renewal information?**

Item #62, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"</p>
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- Yes, one month before the contract ends
- Yes, within the last month of the contract
- Yes, a different timescale though
- I wasn't told a time scale

**Were you told what to do if you did not want to renew the contract after 12 months?**

Item #64, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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- Yes, without me needing to mention it

- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

***What were you told you had to do in order for the contract not to be renewed after 12 months?***

Item #66, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told what to do if you did not want to renew the contract after 12 months?" [WereToldNotWantRenewContractAf] must be "Yes, without me needing to mention it"</p> <p>2"Were you told what to do if you did not want to renew the contract after 12 months?" [WereToldNotWantRenewContractAf] must be "Yes, but I had to ask about this specifically"</p>
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***Did you feel confident what the benefits of this calling plan were?***

Item #68, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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- Yes
- No

**What key benefits were highlighted to you?**

Item #70, Text Box (multi-line), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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**Were any drawbacks of this plan highlighted to you?**

Item #72, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Evening &amp; Weekend Plan"/"This plan was mentioned without me having to ask about it"</p>
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– Yes

– No

**What drawbacks were highlighted to you?**

Item #74, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Were any drawbacks of this plan highlighted to you?" [WereAnyDrawbacksOfPlanHighligh] must be "Yes"
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**Please provide some comments to explain the conversation you had with the advisor about this plan i.e. their general tone, whether you felt it was easy/difficult to get key facts about the plan from them. Most importantly, if you have selected 'No, not even when asked' for any of the questions about this plan please give full details of the response the advisor gave you. We're interested to know about when they didn't give you details even when you asked for them directly.**

Item #76, Text Box (multi-line), Initial status: Mandatory

**[information box]**

Item #78, Information box, Initial status: Optional

Unlimited Anytime Plan

**Were the following explained to you regarding this plan?**

Item #80, Radio-grid (2D), Initial status: Hidden

To make MANDATORY:	Must match ONE OR MORE of...  1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask about it"  2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but only once I had asked if there were any other plans"  3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"
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Options list #1:

– The calling plan is available on a 1 month term at a cost of £5.95 a month

- The plan is also available on a 12 month renewable contract for the line rental and call plan
- There will be a monthly charge for this call plan of £4.95 on a 12 month renewable contract
- Was it explained what a renewable contract is?
- The contract would automatically be renewed after 12 months unless you specified for it not to be
- You would be advised when the contract was up for renewal
- There would be penalty charges if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period
- Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period

Options list #2:

- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

**Please provide details of what the advisor told you the penalty charges/early termination fee would be:**

Item #82, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, without me needing to mention it"</p> <p>2"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, but I had to ask if there</p>
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	<p>were any further details"</p> <p>3"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"Yes, but I had to ask about this specifically"</p>
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***What did the advisor tell you would happen if you wanted to leave the calling plan before the i) initial 12 months is up ii) renewed 12 months is up?***

Item #84, Text Box (multi-line), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "There would be penalty charges if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"No, not even when I asked"</p> <p>2"Were the following explained to you regarding this plan?" [WereFollowingExplainedRegardin] must be "Were you told what the penalty charges or early termination fee would be if the contract was cancelled within the i) initial 12 month contract period ii) any renewed 12 month contract period"/"No, not even when I asked"</p>
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***Were you told how you would be advised that the contract was up for renewal?***

Item #86, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask</p>
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	about it"
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- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

***How were you told you would be advised that the contract was up for renewal?***

Item #88, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p>
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- Letter
- Email
- Other

***Will this renewal information be included in a bill or sent as a separate piece of communication?***

Item #90, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask if there were any further details"</p>
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	3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"
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- In a bill
- Separate
- Was not told

***When were you told you would be sent the renewal information?***

Item #92, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask about this specifically"</p> <p>2"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told how you would be advised that the contract was up for renewal?" [WereToldBeAdvisedThatContractU] must be "Yes, without me needing to mention it"</p>
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- Yes, one month before the contract ends
- Yes, within the last month of the contract
- Yes, a different timescale though
- I wasn't told a time scale

***Were you told what to do if you did not want to renew the contract after 12 months?***

Item #94, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of</p>
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	<p>these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask about it"</p>
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- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about this specifically
- No, not even when I asked

***What were you told you had to do in order for the contract not to be renewed after 12 months?***

Item #96, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Were you told what to do if you did not want to renew the contract after 12 months?" [WereToldNotWantRenewContractAf] must be "Yes, without me needing to mention it"</p> <p>2"Were you told what to do if you did not want to renew the contract after 12 months?" [WereToldNotWantRenewContractAf] must be "Yes, but I had to ask if there were any further details"</p> <p>3"Were you told what to do if you did not want to renew the contract after 12 months?" [WereToldNotWantRenewContractAf] must be "Yes, but I had to ask about this specifically"</p>
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***Did you feel confident what the benefits of this calling plan were?***

Item #98, Multiple choice, Initial status: Hidden

To make MANDATORY:	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be</p>
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	<p>"Unlimited Anytime Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask about it"</p>
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– Yes

– No

***What key benefits were highlighted to you?***

Item #100, Text Box (multi-line), Initial status: Mandatory

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask about it"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but only once I had asked if there were any other plans"</p>
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***Were any drawbacks of this plan highlighted to you?***

Item #102, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ONE OR MORE of...</p> <p>1"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but I had to ask about this plan specifically"</p> <p>2"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned but only once</p>
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	<p>I had asked if there were any other plans"</p> <p>3"Did you have to prompt the advisor to be told about each of these plans?" [HavePromptAdvisorBeToldAboutEa] must be "Unlimited Anytime Plan"/"This plan was mentioned without me having to ask about it"</p>
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– Yes

– No

***What drawbacks were highlighted to you?***

Item #104, Text Box (multi–line), Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ALL of...</p> <p>1"Were any drawbacks of this plan highlighted to you?" [WereAnyDrawbacksOfPlanHighligh] must be "Yes"</p>
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***Please provide some comments to explain the conversation you had with the advisor about this plan i.e. their general tone, whether you felt it was easy/difficult to get key facts about the plan from them. Most importantly, if you have selected 'No, not even when asked' for any of the questions about this plan please give full details of the response the advisor gave you. We're interested to know about when they didn't give you details even when you asked for them directly.***

Item #106, Text Box (multi–line), Initial status: Mandatory

**Page 4: General**

Item #107, Pagebreak, Initial status: Optional

***Did you feel that each of the calling plans was explained fully to you?***

Item #108, Multiple choice, Initial status: Mandatory

- Yes, without me needing to mention it
- Yes, but I had to ask if there were any further details
- Yes, but I had to ask about specifically for some details
- No, not even when I asked

***Did the advisor recommend any of the calling plans to you?***

Item #110, Multiple choice, Initial status: Mandatory

– Yes

– No

**Which plan(s) were recommended to you?**

Item #112, Multi-checkbox (1D), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Did the advisor recommend any of the calling plans to you?" [AdvisorRecommendAnyOfCallingPI] must be "Yes"
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Options list #1:

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan (not on a renewable contract)
- Unlimited Evening & Weekend Plan (with a 12 month renewable contract)
- Unlimited Anytime Plan (not on a renewable contract)
- Unlimited Anytime Plan (with a 12 month renewable contract)

Options list #2:

- Yes
- No

**Did you feel that the plan(s) were being recommended to you based on the advisors understanding of your needs?**

Item #114, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Did the advisor recommend any of the calling plans to you?" [AdvisorRecommendAnyOfCallingPI] must be "Yes"
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- Yes, I felt they recommended calling plan(s) that met my needs
- No, I felt that a calling plan was recommended to me that did not match my needs

**If more than one plan was recommended to you did you feel that one was recommended more strongly?**

Item #116, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Did the advisor recommend any of the calling plans to you?" [AdvisorRecommendAnyOfCallingPI] must be "Yes"
--------------------	---

- Yes
- No
- Only one plan was recommended to me (If only one plan was recommended to you, please indicate which plan it was in the question below)

**Which plan was recommended to you more strongly?**

Item #118, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ONE OR MORE of...  1 "If more than one plan was recommended to you did you feel that one was recommended more strongly?" [MoreThanOnePlanRecommendedFeel] must be "Yes"  2 "If more than one plan was recommended to you did you feel that one was recommended more strongly?" [MoreThanOnePlanRecommendedFeel] must be "Only one plan was recommended to me (If only one plan was recommended to you, please indicate which plan it was in the question below)"
--------------------	---

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan (not on a renewable contract)
- Unlimited Evening & Weekend Plan (with a 12 month renewable contract)
- Unlimited Anytime Plan (not on a renewable contract)
- Unlimited Anytime Plan (with a 12 month renewable contract)

**Please tell us more about why the advisor recommended this plan more strongly than the others:**

Item #120, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1 "If more than one plan was recommended to you did you feel that one was recommended more strongly?" [MoreThanOnePlanRecommendedFeel] must be "Yes"
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**Please tell us more about why the advisor recommended this plan to you:**

Item #122, Text Box (multi-line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1 "If more than one plan was recommended to you did you feel that
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	<p>one was recommended more strongly?"                  [MoreThanOnePlanRecommendedFeel] must be "Only one plan was recommended to me(if only one plan was recommended to you, please indicate which plan it was in the question below)"</p>
--	--

**Overall, how would you rate your experience of this call?**

Item #124, Multiple choice, Initial status: Mandatory

- Excellent
- Good
- OK
- Poor
- Very poor

**Has your experience of this call had any impact on your perceptions of BT?**

Item #126, Multiple choice, Initial status: Mandatory

- Greatly improved
- Slightly improved
- Unchanged
- Slightly worse
- A lot worse

**As a result of your call are you more or less likely to stay with BT?**

Item #128, Multiple choice, Initial status: Hidden

<p>To make MANDATORY:</p>	<p>Must match ALL of...                  1"Are you..." [Are] must be "A current BT phoneline customer"</p>
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- More likely
- Slightly more likely
- No change
- Slightly less likely
- Much less likely

**As a result of your call are you more or less likely to switch to BT?**

Item #130, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1 "Are you..." [Are] must be "Not a current BT phoneline customer"
--------------------	--

- More likely
- Slightly more likely
- No change
- Slightly less likely
- Much less likely

***If you were going to sign up to a calling plan would you feel that this call equipped you with the information needed to confidently choose a calling plan suitable for your needs?***

Item #132, Multiple choice, Initial status: Mandatory

- Yes, completely
- Partly
- No

***How likely are you to sign up to one of these calling plans?***

Item #134, Multiple choice, Initial status: Mandatory

- Likely
- Quite likely
- Neutral
- Quite unlikely
- Unlikely

***Which package would you be most likely to sign up to?***

Item #136, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ONE OR MORE of...  1 "How likely are you to sign up to one of these calling
--------------------	--

	plans?" [LikelyAreSignUpOneOfTheseCalli] must be "Likely"  2"How likely are you to sign up to one of these calling plans?" [LikelyAreSignUpOneOfTheseCalli] must be "Quite likely"
--	--

- Unlimited Weekend Plan
- Unlimited Evening & Weekend Plan (not on a renewable contract)
- Unlimited Evening & Weekend Plan (with a 12 month renewable contract)
- Unlimited Anytime Plan (not on a renewable contract)
- Unlimited Anytime Plan (with a 12 month renewable contract)

## Page 5: Email

Item #137, Pagebreak, Initial status: Optional

### ***[information box]***

Item #138, Information box, Initial status: Optional

We would like you to send an email using this online form querying the difference between these 2 plans:

Unlimited Weekend Plan

Unlimited Evening & Weekend Plan

On the contact form you will be asked how you wish to be contacted, please select 'email'.

### ***Please paste your email here:***

Item #139, Text Box (multi-line), Initial status: Mandatory

### ***Date email sent:***

Item #141, Date (deprecated), Initial status: Mandatory

### ***Time email sent:***

Item #143, Multiple choice, Initial status: Mandatory

- AM
- PM Before 6pm

- PM After 6pm

***Time taken to respond: This must be a response to your email query, not an automated response acknowledging your email has been received***

Item #145, Multiple choice, Initial status: Mandatory

- Under 6 hours
- 6–12 hours
- 12–24 hours
- 24–48 hours
- 2–3 days
- 4–5 days
- Over 5 days/ Never

***Please rate the following:***

Item #147, Radio–grid (2D), Initial status: Mandatory

Options list #1:

- Quality of response(Was it concise and grammatically correct?)
- Knowledge(From the response you have received do you feel that your query was answered in a knowledgeable fashion?)
- Ability to help(As a customer were you satisfied with the overall experience?)

Options list #2:

- Excellent
- Good
- Satisfactory
- Poor
- Very poor

***Please copy and paste the email response you received from the company here (please ensure that ALL personal details are removed – if no reply issue an Error Report):***

Item #149, Text Box (multi–line), Initial status: Mandatory

***Please provide any comments you have on your experience of emailing BT:***

Item #151, Text Box (multi-line), Initial status: Optional

**Page 6: Profiling**

Item #152, Pagebreak, Initial status: Optional

**Age:**

Item #153, Multiple choice, Initial status: Mandatory

– Under 16

– 16–17

– 18–20

– 21–24

– 25–34

– 35–44

– 45–54

– 55–64

– 65–74

– 75–84

– 85+

– Prefer not to say

**Gender:**

Item #155, Multiple choice, Initial status: Mandatory

– Male

– Female

***Do you have any children?***

Item #157, Multiple choice, Initial status: Mandatory

– Yes

– No

***How many children do you have?***

Item #159, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1 "Do you have any children?" [HaveAnyChildren] must be "Yes"
--------------------	---

- 1
- 2
- 3
- 4
- 5
- 5+

***Which age group(s) do your children fall in to?***

Item #161, Multi-checkbox (1D), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1 "Do you have any children?" [HaveAnyChildren] must be "Yes"
--------------------	---

Options list #1:

- 5 or under
- 6-10
- 11-15
- 16-20
- 21-24
- 25 and over

Options list #2:

- Yes
- No

***Employment status:***

Item #163, Multiple choice, Initial status: Mandatory

- Employee – full time
- Employee – part time

- Self employed
- Unemployed
- Student
- Retired
- Looking after home/family
- Permanently sick/disabled
- Other

***If 'Other', please specify:***

Item #164, Text Field (single line), Initial status: Hidden

To make MANDATORY:	Must match ALL of... 1"Employment status:" [EmploymentStatus] must be "Other"
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***What is your annual household income?***

Item #166, Multiple choice, Initial status: Mandatory

- Under £10,000
- £10,000 – £19,999
- £20,000 – £29,999
- £30,000 – £39,999
- £40,000 – £49,999
- £50,000 – £59,999
- £60,000 – £69,999
- £70,000 – £79,999
- £80,000 – £89,999
- £90,000 – £99,999
- £100,000 and over
- Prefer not to say

***Relationship with BT:***

Item #168, Multiple choice, Initial status: Mandatory

- BT phone customer (not on renewable contract)
- Not a BT phone customer

***How long have you been a BT phone customer?***

Item #170, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Relationship with BT:" [RelationshipWithBt] must be "BT phone customer (not on renewable contract)"
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- Less than 1 year
- 1–3 years
- 4–5 years
- 6–7 years
- 8–9 years
- 10+ years

***Who is your home phone provider currently?***

Item #172, Multiple choice, Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Relationship with BT:" [RelationshipWithBt] must be "Not a BT phone customer"
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- AOL
- Virgin Media/ NTL/ Telewest
- Onetel
- Orange
- Pipex
- Plusnet
- Sky
- TalkTalk
- Tiscali
- Vodafone

– Other

***If 'Other', please specify:***

Item #173, Text Field (single line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Who is your home phone provider currently?" [WhoHomePhoneProvider Currently] must be "Other"
--------------------	---

***Who is your broadband provider currently?***

Item #175, Multiple choice, Initial status: Mandatory

- AOL
- O2
- Post Office
- Tiscali
- Orange
- Virgin Media
- TalkTalk
- Sky
- BT
- Other
- Not sure

***If 'Other', please specify:***

Item #176, Text Field (single line), Initial status: Hidden

To make MANDATORY:	Must match ALL of...  1"Who is your broadband provider currently?" [WhoHomePhoneProviderCurrently] must be "Other"
--------------------	---

***How would you define your use of your home phone:***

Item #178, Radio-grid (2D), Initial status: Mandatory

Options list #1:

- Day
- Evening
- Weekend

Options list #2:

- Frequently use
- Rarely use
- Don't use at all