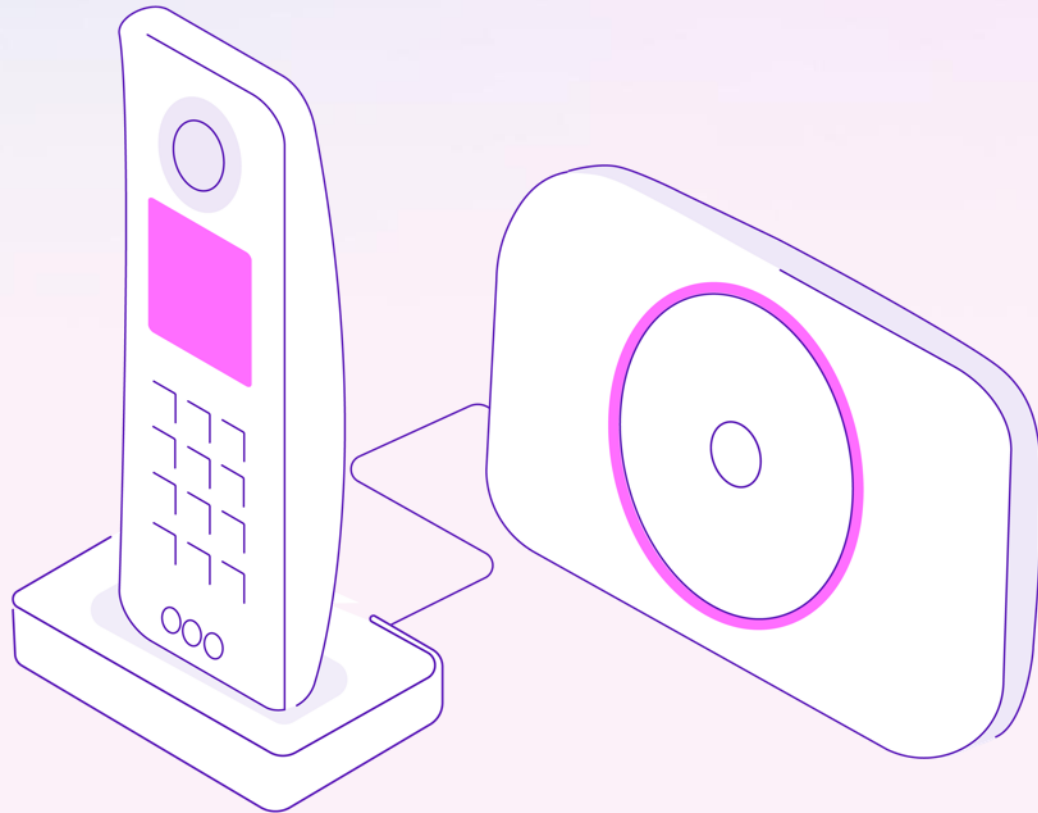




# What is Digital Voice?

07 June  
2023



# The UK's landlines are going digital

Digital Voice is the name of our new home phone service.

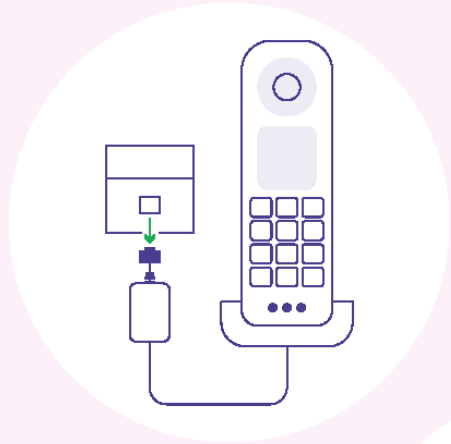
Digital calls are made over our broadband network, rather than the old analogue network, which has been around for more than 40 years.

# The analogue network is fast becoming obsolete

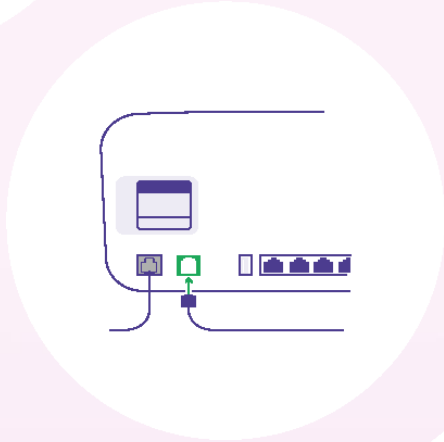
It's increasingly unreliable, energy hungry and can't give our customers the world-class service we want to provide. Switching to Digital Voice will give them clearer call quality, and help prevent the vast majority of scam calls.



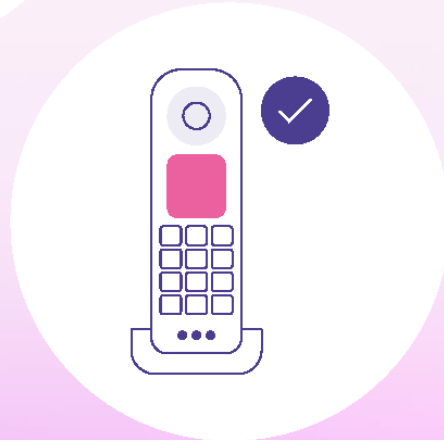
Step 1



Step 2



Step 3

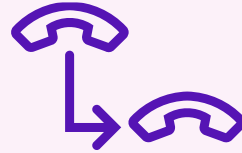


# The good news is, the landline isn't going away.

It's just being upgraded. For most customers, the upgrade will be as simple as connecting your home phone handset to a router rather than the phone socket on the wall.

# Digital Voice has extra benefits, too.

Most notably our new **Scam Protect** feature which blocks most scam calls, protecting customers from fraud.



Scam calls are diverted to a junk mailbox, while nuisance calls are flagged.

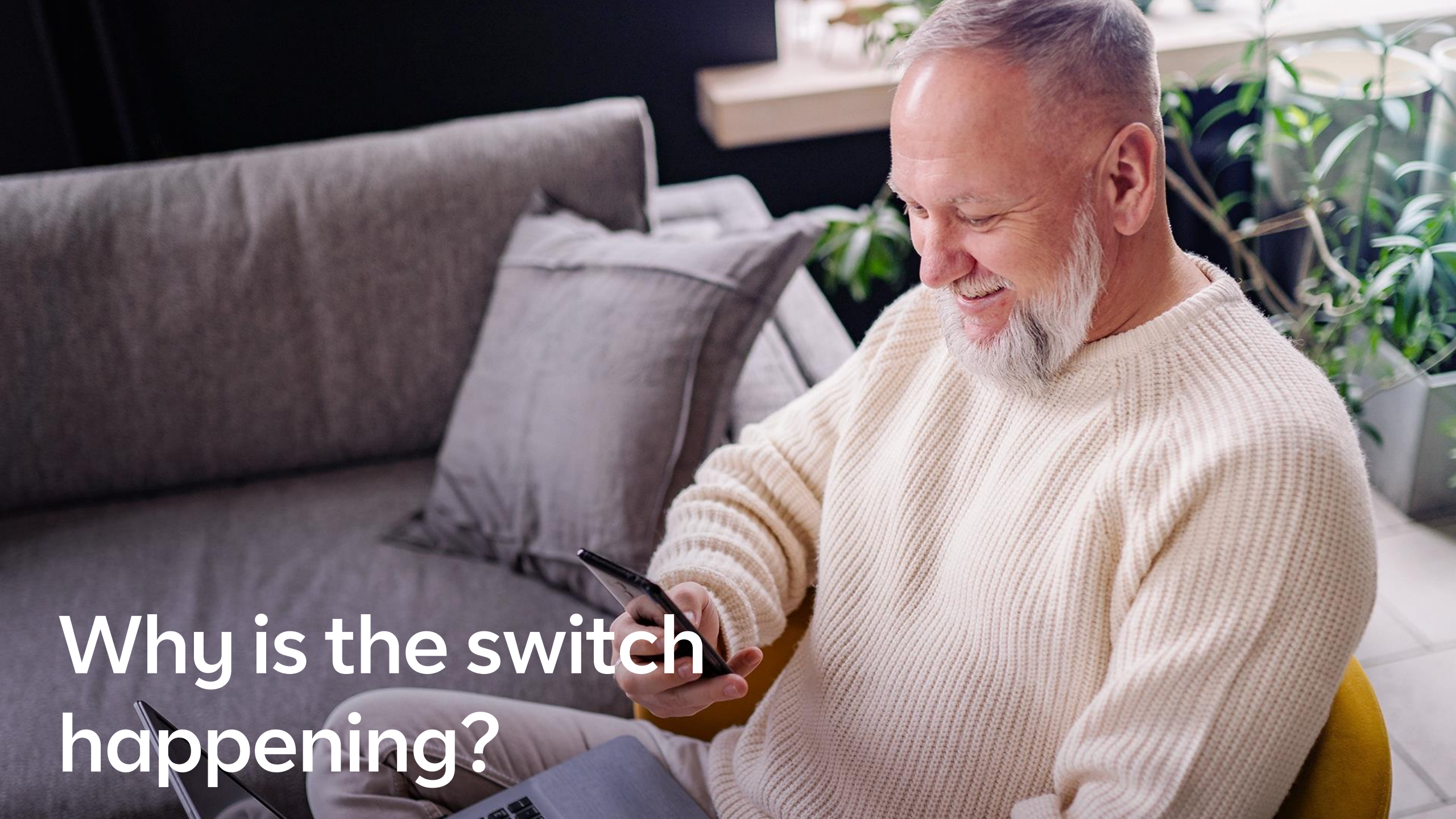


Flags or blocks most fraudulent calls and stops most mobile number 'spoofing'



Customers still get Call Protect features, such as a BT blocklist and personal blocklist.



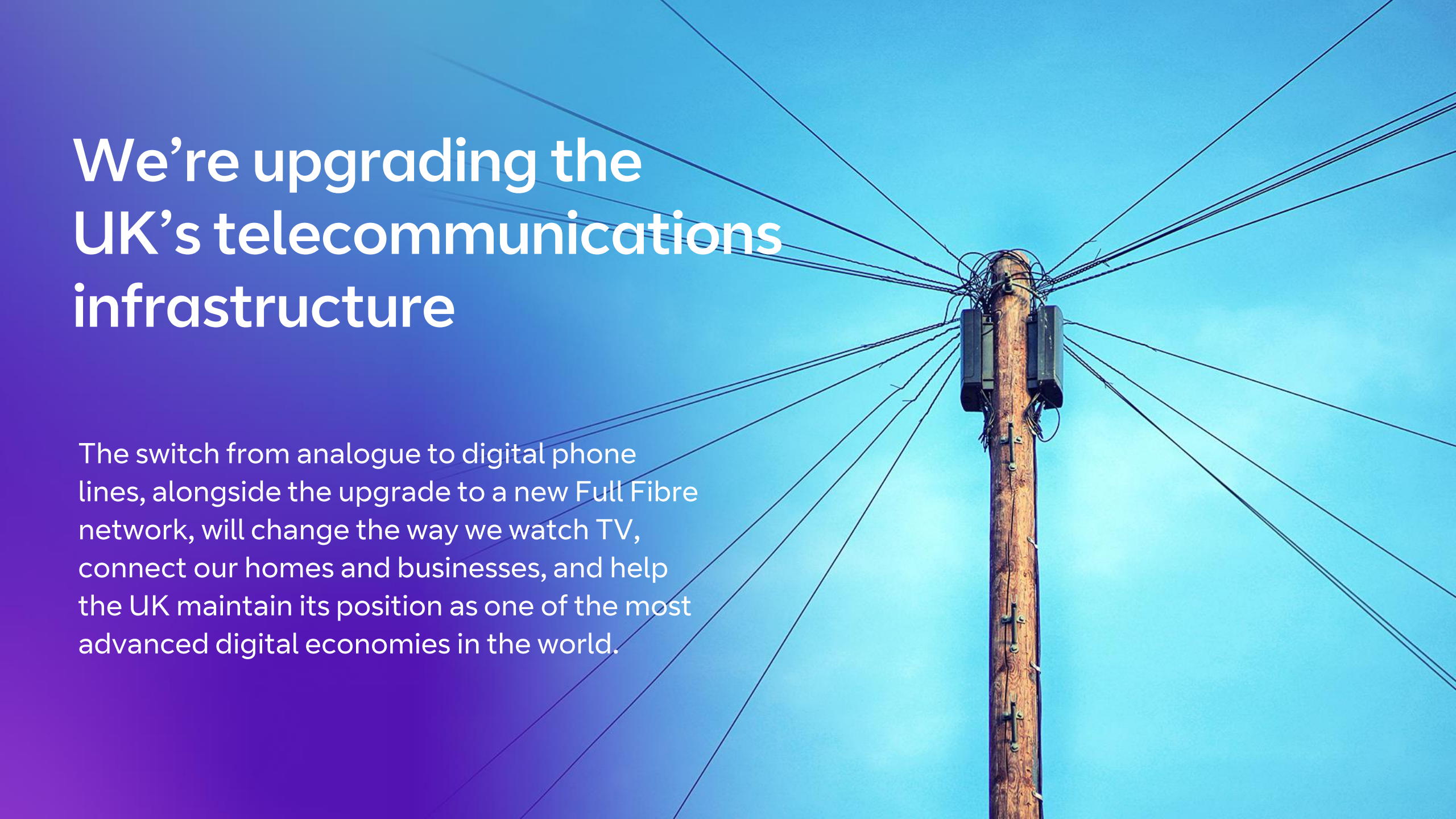


Why is the switch happening?



# We're upgrading the UK's telecommunications infrastructure

The switch from analogue to digital phone lines, alongside the upgrade to a new Full Fibre network, will change the way we watch TV, connect our homes and businesses, and help the UK maintain its position as one of the most advanced digital economies in the world.






# This is a once-in-a-generation upgrade

It'll connect everyone now and into the future with a **more resilient, sustainable and energy-efficient** digital phone service.

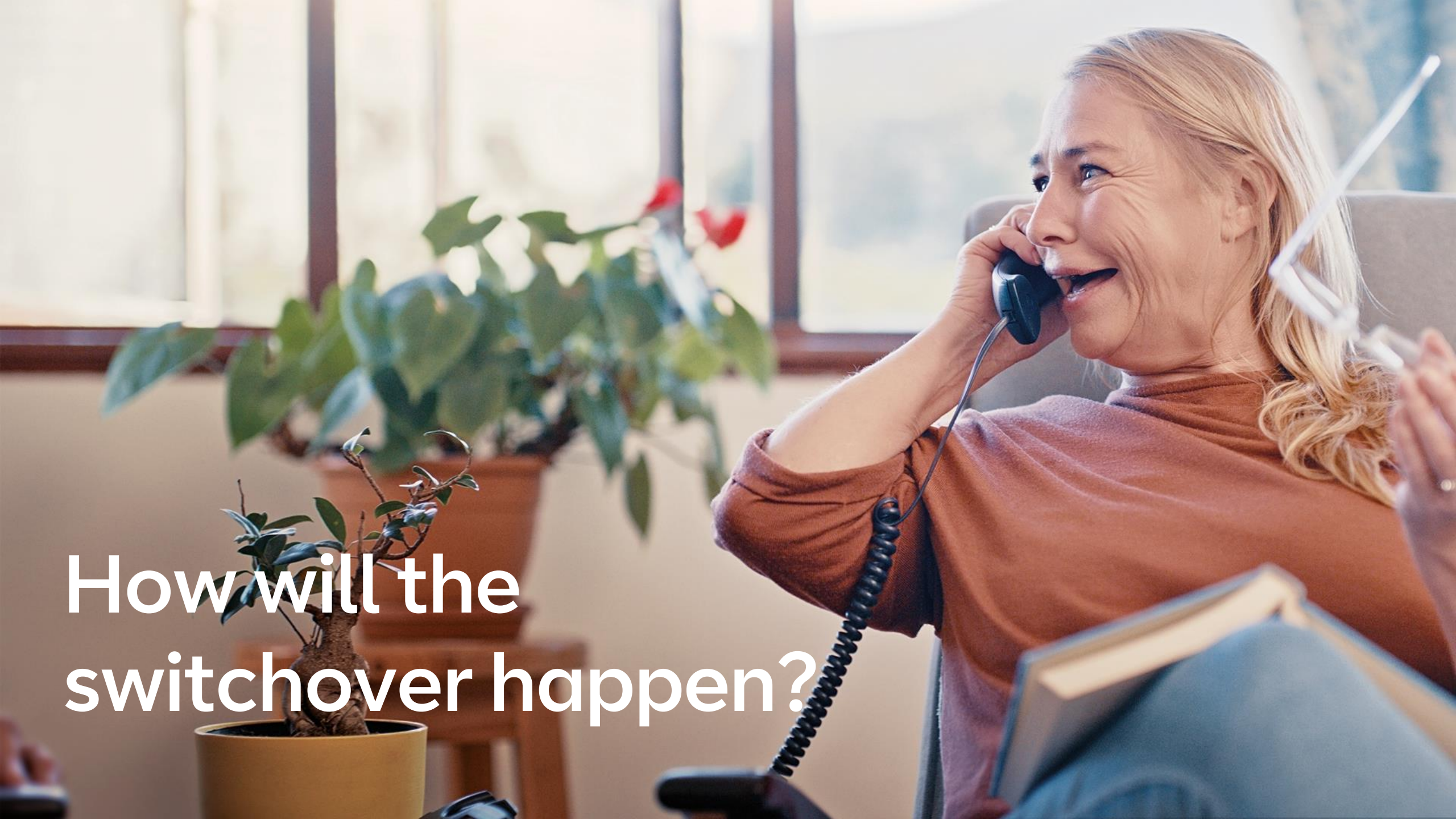


An aerial photograph of London at dusk, showing the city skyline with The Shard as the most prominent building. The River Thames flows through the city, and the sky is a mix of purple and blue. The right side of the image is overlaid with a blue gradient containing white text.

# The whole of our industry – not just BT – is upgrading to digital phone lines

Analogue landline technology will be switched off in December 2025.





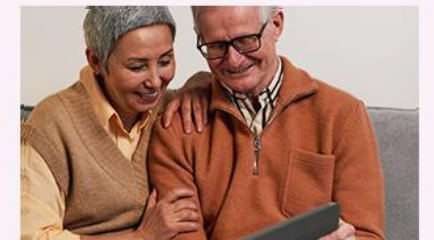
How will the  
switchover happen?



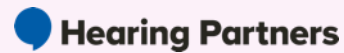
# Our customers are at the heart of everything we do

We paused the rollout of our digital phone service in 2022 to address some of our customers' concerns.

We've listened to their specific needs, to make sure we have the right options and equipment in place.





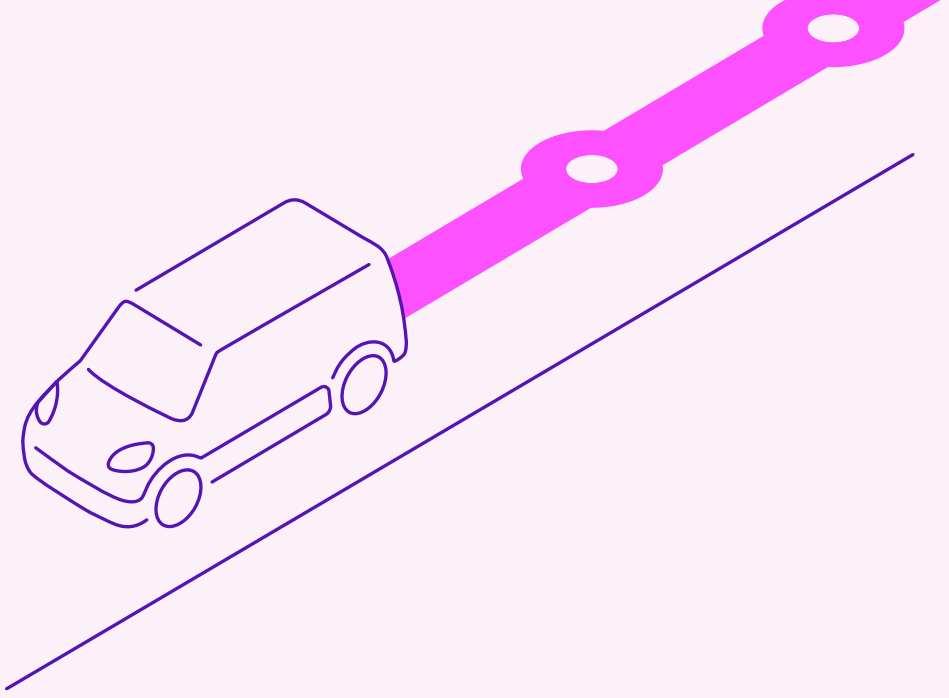


# Here's what we've done

We set up the **Digital Voice Advisory Group**, bringing together charities and representative groups to help us understand all our customer's needs.

We continue to run extensive **focus groups** with diverse panels to help get the roll-out right for customers.

**Pilot schemes** have helped us learn, and improve Digital Voice so it supports the needs of all our customers.



**We're making the new rollout customer-led, and regional**

**We'll be visiting every region in the UK**

# We'll start with people who are definitely ready to switch

From April 2023 we've expanded our trials and started the switch to Digital Voice with a small initial group of low-risk customers nationwide – those who use their landline very little or not at all, and who already have a broadband connection.







## Then we'll work with customers who can make the switch easily

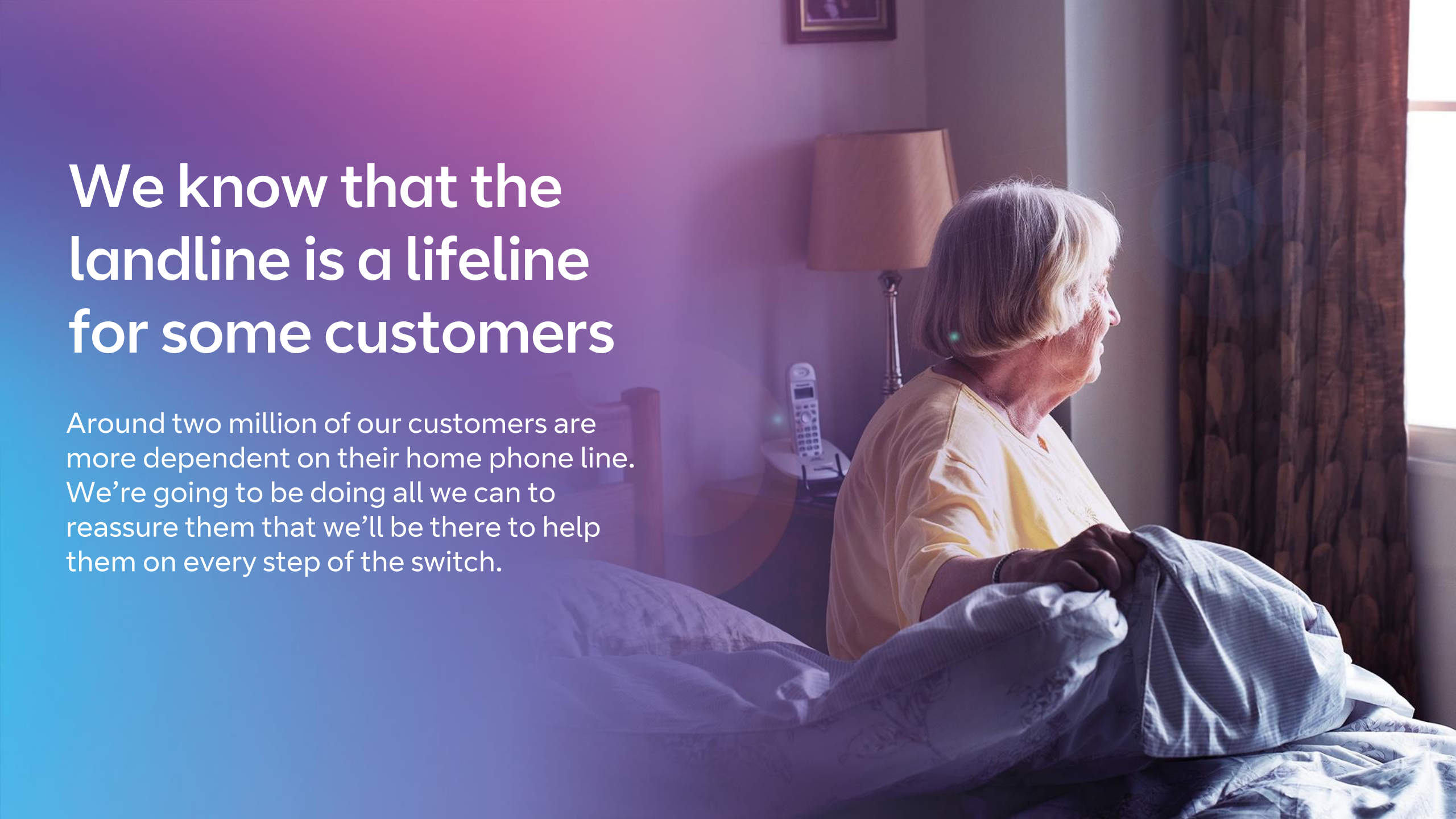
When we start the full regional rollout this summer, we'll prioritise customers who already have the right setup for a digital home phone, and shouldn't need an engineer visit.





**Customers who  
need extra support**





# We know that the landline is a lifeline for some customers

Around two million of our customers are more dependent on their home phone line. We're going to be doing all we can to reassure them that we'll be there to help them on every step of the switch.



# Which customers need enhanced support?

We won't switch over any of these customers in the first year of rollout.



No mobile phone signal



Vulnerable customers with additional needs



Healthcare pendants or alarms



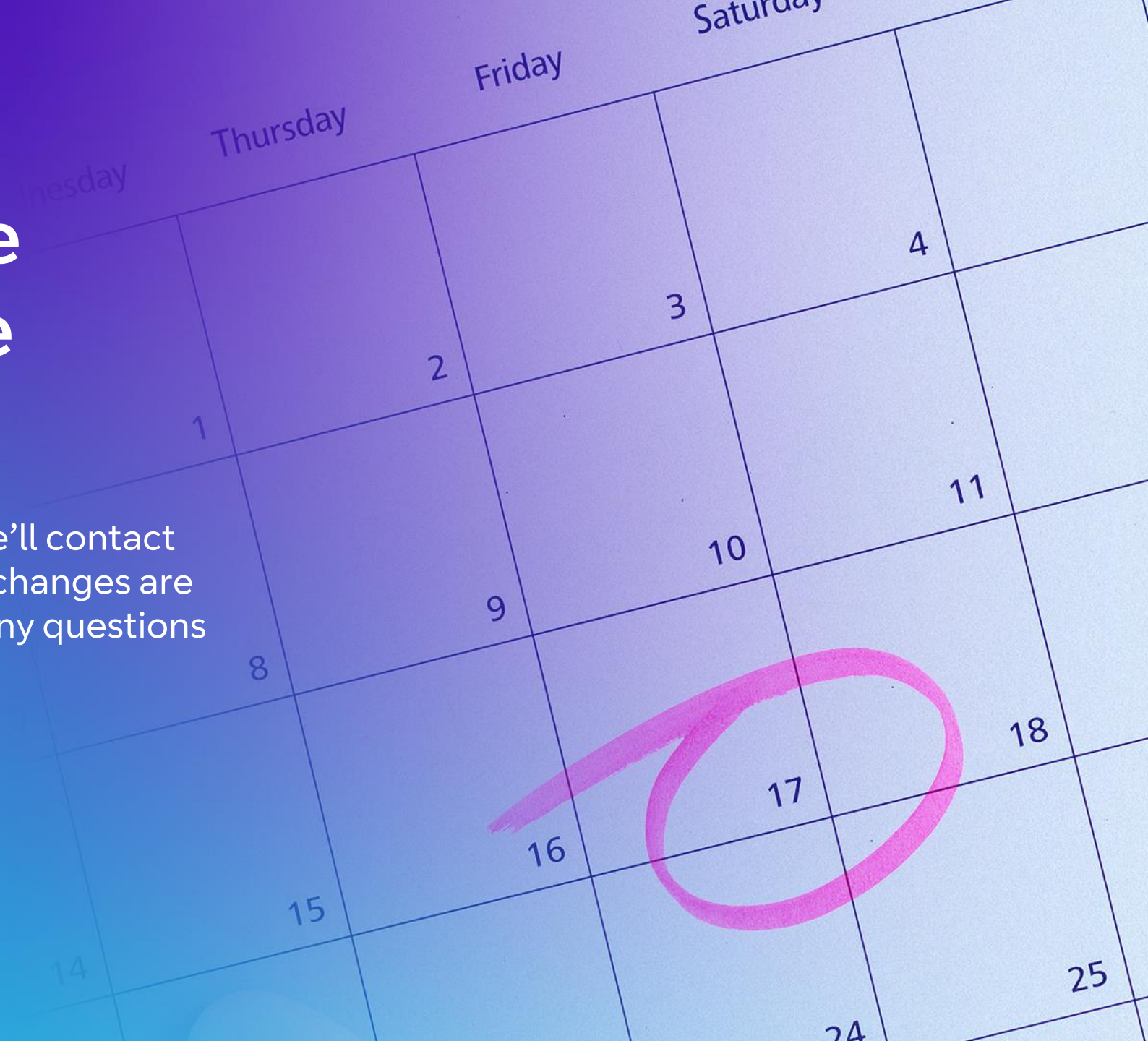
Elderly customers



Landline-only customers

# This gives us more time to make sure they're ready

When we're ready to switch them, we'll contact them at least four weeks before any changes are due to take place, so they can raise any questions or concerns.



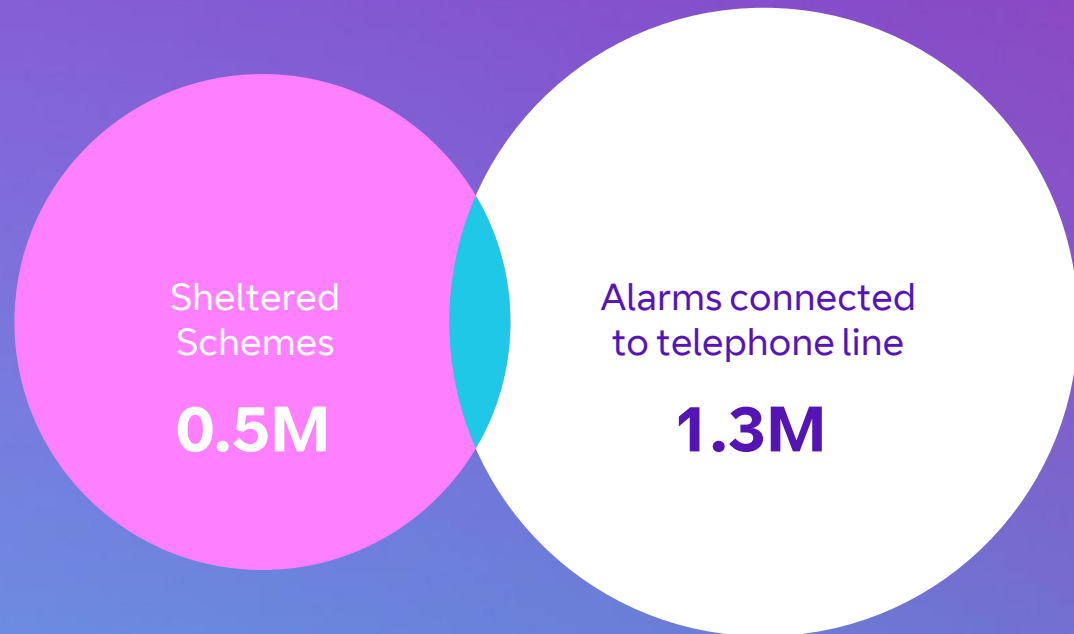


# Customers who use equipment that runs off an analogue phone line

Those who have equipment plugged into their phone line, like burglar alarms or healthcare pendants, will **need to check with their provider** that the equipment they have works with a digital phone line.



## UK Telecare Customers



# Telecare – a lifeline for the elderly and vulnerable

More than **1.8 million people** (and growing) are using Telecare devices in the UK.

Provided through local authorities, housing associations and private purchase.

1.3 million devices are connected to a phone line.

They are mainly analogue, **and may not be compatible** with Digital Voice.

Less than one third of providers are 'digital-ready', though the majority do have transformation plans underway.



# To make sure our telecare customers are able to switch to Digital Voice, we have to:

- **Work** with industry stakeholders to speed up their move to digital.
- Improve our **data** so we know which customers use telecare.
- Support manufacturers with **testing** to find digital telecare solutions.
- **Accredit** some telecare suppliers to build momentum across the industry.



# Telecare

A young woman with dark curly hair, wearing a light-colored sweater, is leaning over an elderly man with grey hair. The man is wearing a dark blue sweater and is seated in a wicker chair. The woman appears to be helping him with something, possibly a device or a document, as they both look down at their hands. The background is a simple indoor setting with light-colored walls and curtains.

Telecare customers with a managed service run by Glasgow City Council were unaware of their provider and were struggling to find out about compatibility.

We worked with the council and the provider to confirm compatibility.





# Sight impaired

A customer had recently gone blind and had no support network to help with the switch.

We worked with the Royal National Institute of the Blind to make sure the customer received support.



# Mental health

Some of our more distressed customers with mental health issues clearly needed extra support.

We contacted MIND for advice on how best to support these customers.



# Elderly

We've worked with sheltered accommodation and care home wardens so they can take ownership of their residents' switch to digital.

We're discussing equipment needs and acting as point of contact for delivery and set up.





# We've set up a dedicated team to help customers with complex needs

We're learning from other platform closures how best to support these customers.





## New customer policies

We've put in place some new policies so that customers are reassured that we're there to help them, every step of the way.



## Third party

A customer can register a third party family member or friend to help them through the switch. That person will also receive the same updates and communication as the customer throughout the process.



## Self-identity

At any point, a customer can self-identify as needing additional support and equipment to help their move to Digital Voice. They can do this by phone call, text or online.



## 'White glove' service

Any issues that arise during the customer's journey to Digital Voice can be raised with the Executive Customer Resolution team.





Keeping  
customers  
connected





## What happens if there's a power cut?

Digital Voice only works with a power supply. We've got a number of steps to ensure that if there's a blackout or a customer's broadband fails, they will still be able to make calls, including to 999

**Here's how we're tackling this issue...**



We're investing in resilience in the home, making back-up equipment available to customers who need it (see next slide), and continuing to improve our identification of 'at risk' customers.



We're investing in resilience in the network, with backup power in the event that power goes down.



We're working with **the government and the** power networks, to help make the digital phone network more resilient in the event of any power outages.



# New back-up products – Part 1

We want to reassure customers that, even in the event of a power cut, they'll be able to make calls.

**We'll encourage customers to keep their mobile phones charged and make the following available for those who need them:**





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Battery back-up units (BBUs).



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Hybrid phones with built-in batteries, which switch to mobile network connection when necessary.



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Home Phone Connect, our new solution for customers who want an HD quality home phone but don't want broadband.



# How we'll reach our customers



Come and explore the best of BT Broadband and BT TV. THE GREAT BRITAIN COVERS THE UK'S FULL NETWORK.

BROADBAND AND TV

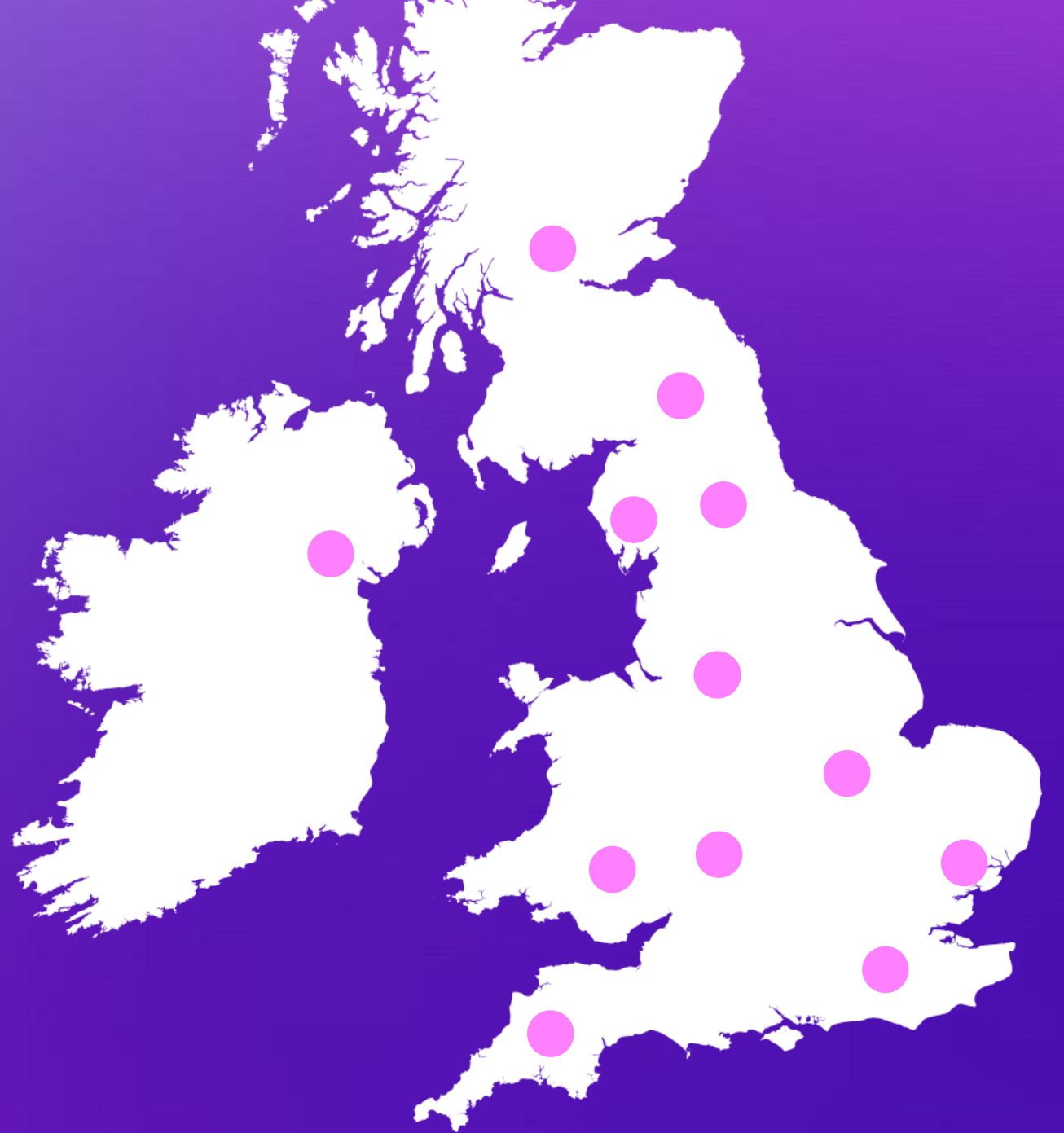
Discover Digital Voice  
Our future-proof home phone



# Our regional approach

We've divided the UK up into 12 regions for the rollout of Digital Voice.

We'll be carrying out **regional roadshows** - holding **town hall drop-ins** and touring a **demonstration vehicle** to increase face-to-face engagement with customers.





# Reaching other parties

- Community stakeholder briefings
- Strategic partners to tailor engagement with particular customers
- Drop-ins and events in Westminster and the devolved parliaments
- Invitations to visit the Digital Voice Living Room at our London HQ, One Braham



# The customer's journey

**Day 1** – Customer receives notification of switch to DV

**Day 28** – We place the order for the customer's switchover and send an activation email

**Day 35** – Customer's service switched to DV and confirmation email sent.

**Day 3** – Customer receives equipment check notification

**Day 33** – Customer receives set-up information postcard and automated phone confirmation.



# At any point up to completion, a customer can:

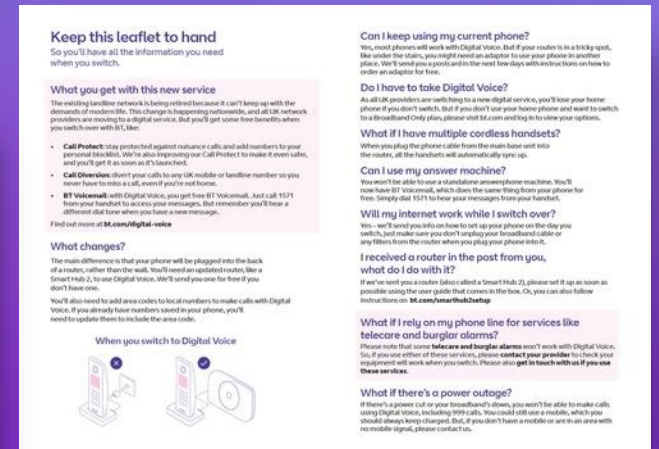
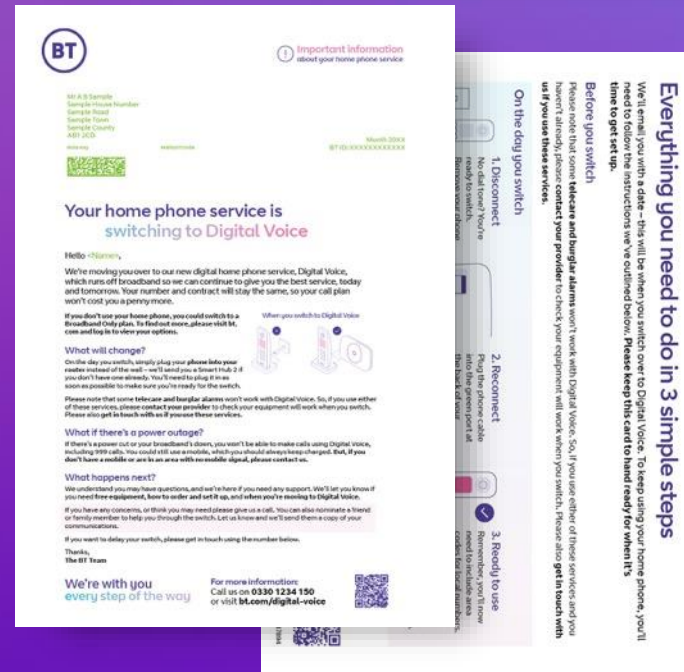
- Let us know they have complex needs by phone, text or online
- Add a third party to assist them
- Order a battery back-up unit or a hybrid phone
- Request an engineer visit
- Order adapters or a handset
- Ask for switchover to be delayed.



# We've improved our comms

After feedback from customers and the Digital Voice Advisory Group, we're making our Digital Voice switchover letters and emails clearer, warmer and more reassuring.

We'll use physical and digital communication materials, as well as signposting people to information on the BT website.





# Simple and reassuring message

We'll increase the use of visuals in our communications to customers, and improve the existing ones, making them more attention-grabbing and instructional.

They'll clearly display the need to unplug your phone from its wall socket and plug it into your router on switchover day. By showing this as early as possible, customers can ask for help well in advance if they think they'll need it. We'll also put an FAQs leaflet in with our direct mails.

## Everything you need to do in 3 simple steps

We'll email you with a date – this will be when you switch over to Digital Voice. To keep using your home phone, you'll need to follow the instructions we've outlined below. **Please keep this card to hand ready for when it's time to get set up.**

### Before you switch

Please note that some **telecare and burglar alarms** won't work with Digital Voice. So, if you use either of these services and you haven't already, please **contact your provider** to check your equipment will work when you switch. Please also **get in touch with us if you use these services.**

### On the day you switch

 <p><b>1. Disconnect</b> No dial tone? You're ready to switch. Remove your phone cable from where it's currently connected. <b>Do not disconnect your broadband cable or any filters.</b></p>	 <p><b>2. Reconnect</b> Plug the phone cable into the green port at the back of your router. If it's covered with a black sticker, please remove the sticker.</p>	 <p><b>3. Ready to use</b> Remember, you'll now need to include area codes for local numbers. If you haven't already, you'll need to update your saved numbers to include area codes, too.</p>
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### What happens to my Digital Voice service if there's a power outage?

If there's a power cut or your broadband's down, you won't be able to make calls using Digital Voice, including 999 calls. You could still use a mobile, which you should always keep charged. **But, if you don't have a mobile or are in an area with no mobile signal, please contact us on 0330 1234 150.**

### Need more help?

If you still have questions, please visit [bt.com/digital-voice](https://bt.com/digital-voice) or scan the QR code to see a simple set-up video. You can also contact us on **0330 1234 150.**




# Supporting customers on switchover day

We'll send emails and texts to customers on the day they're being switched to Digital Voice, with the same visuals as the communications they received earlier – reinforcing the message of unplugging from the wall, and plugging into their router.

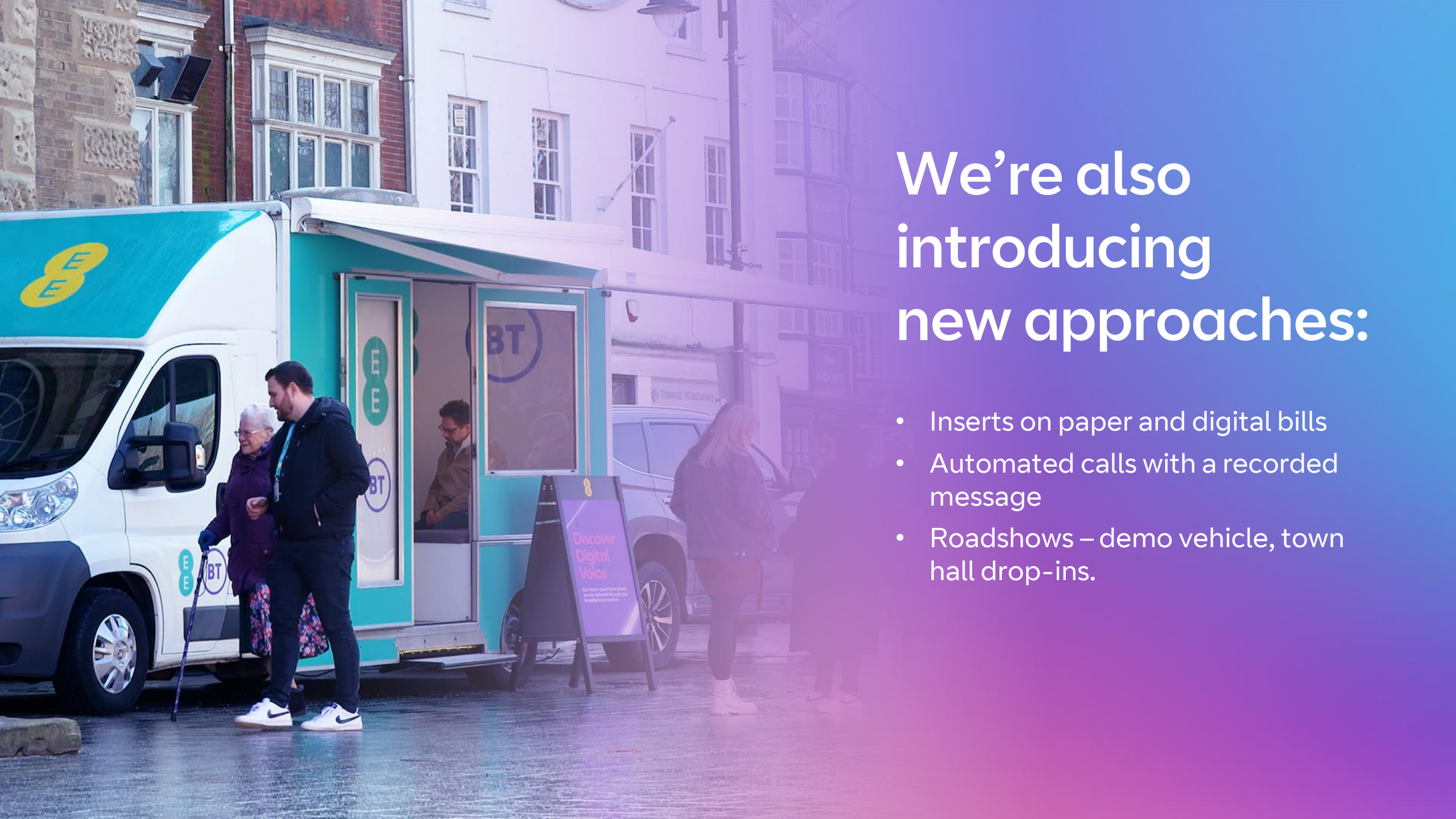




A woman with dark, curly hair is shown in profile, talking on a mobile phone. She is wearing a light-colored, button-down shirt. The background is a soft-focus indoor setting with a vase of yellow flowers and a bulletin board. A purple-to-blue gradient overlay covers the right side of the image, where white text is placed.

**We'll direct customers with issues or queries to our online FAQs, and give them a number they can call for assistance.**





# We're also introducing new approaches:

- Inserts on paper and digital bills
- Automated calls with a recorded message
- Roadshows – demo vehicle, town hall drop-ins.



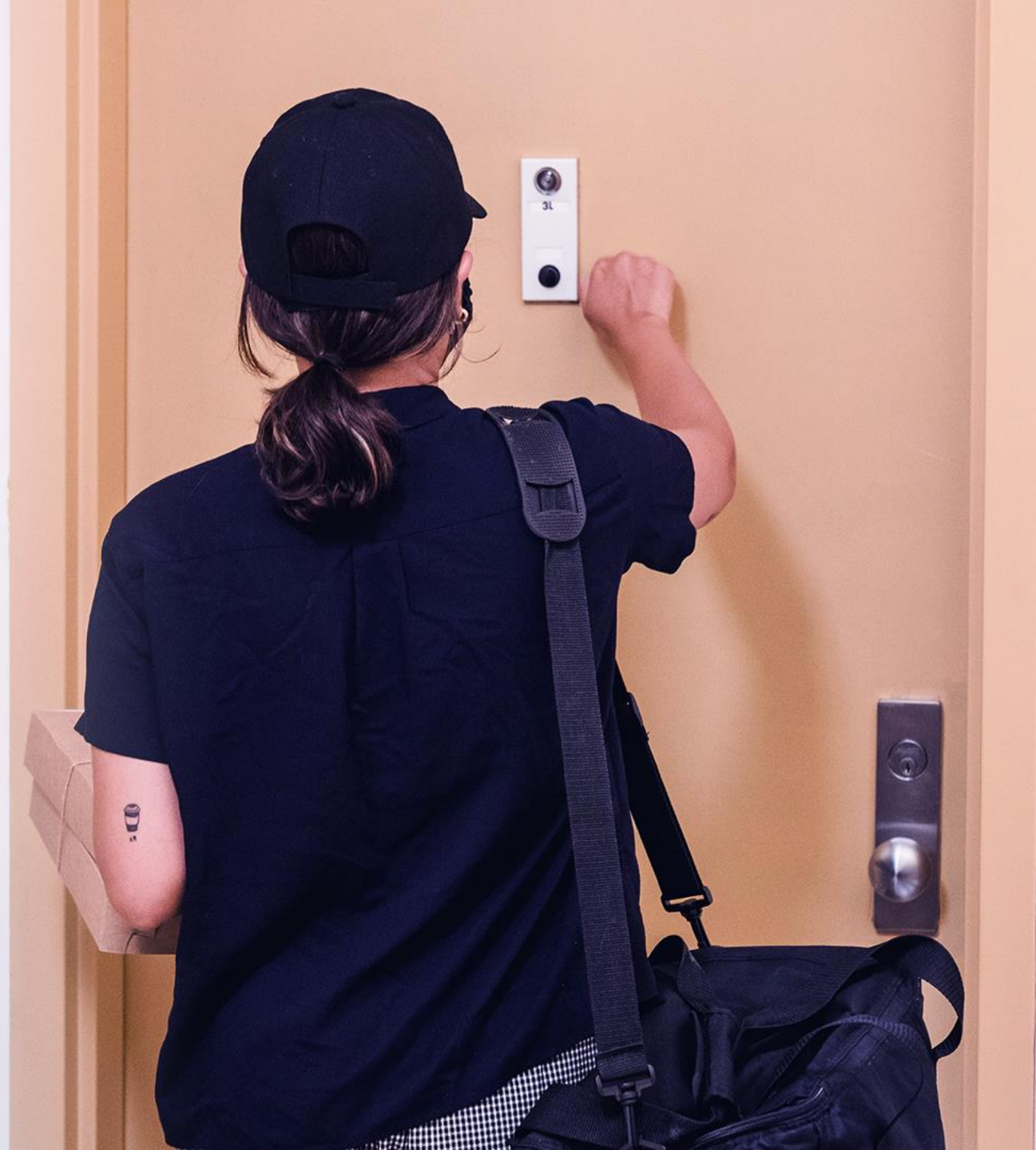
How do we reach  
non-engaging  
customers?





# If some customers are still not engaging...

We have Ofcom support to trial other methods (including house calls from field agents to provide further support, phone and hub disruption and outgoing calls redirecting to an advisor).





# Working with partners to drive maximum awareness

We cannot do this alone... we will work with partners to drive maximum awareness.

## National

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## Regional

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### Rural communities

NALC  
ACRE  
Assoc Convenience Stores  
Plunkett  
'Pub is a Hub'  
NFU  
CLA  
Sparse  
Rotary

### Elderly/Telecare

Local authorities  
Local CVS  
Cares Trust local network partners  
NHS England –  
Personalised Care leads  
Healthwatch  
Local mind branches

