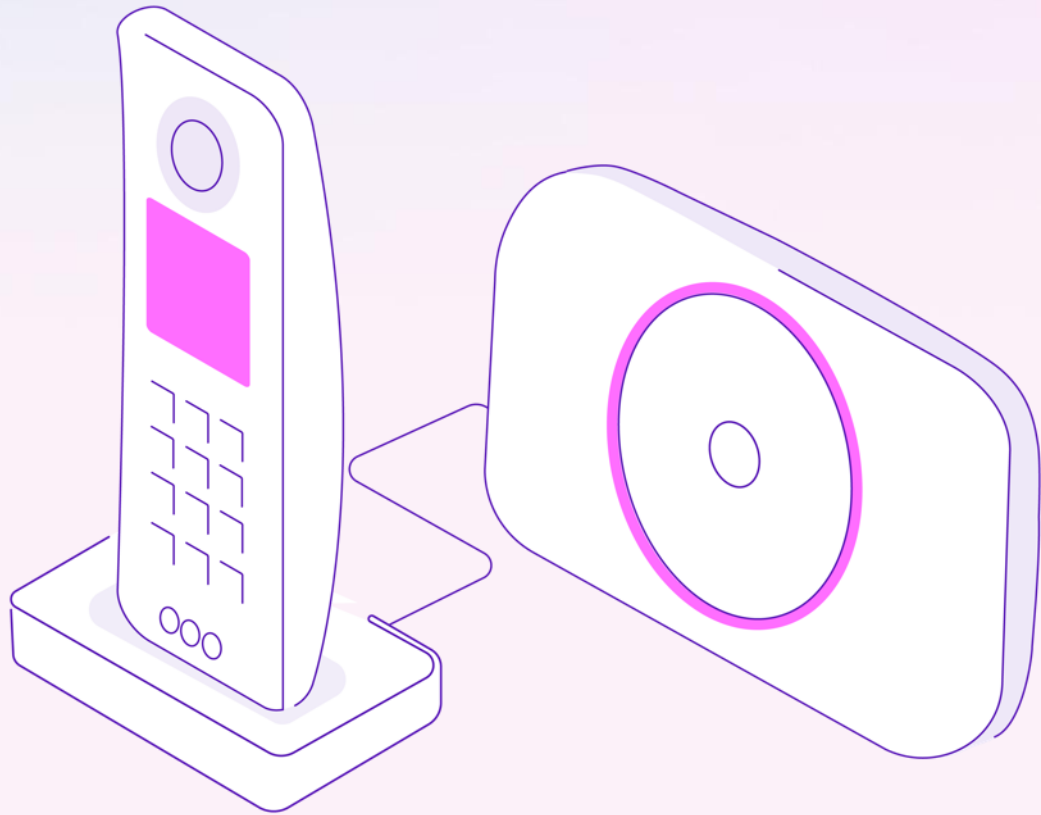




Digital Voice

Supporting vulnerable customers through the digital home phone switch over



The UK's landlines are going digital

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

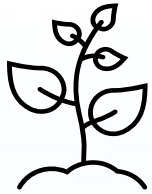
Digital calls are made over our broadband network, rather than the old analogue network, which has been around for more than 40 years.

We have until the end of January 2027 to move all our customers to a digital service.

From Spring 2025, we will start to move those with additional needs regionally.

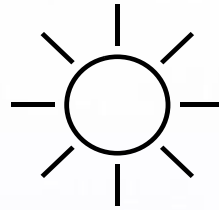
When will Vulnerable customers be moved?

Moving all customers with additional needs regionally, allows for greater focus and engagement from us, local authorities, charities and community groups in the area



From Spring 2025

East of England
Northern Ireland
Wales
Yorkshire & Humber



From Summer 2025

East Midlands
London
Northeast England
Scotland

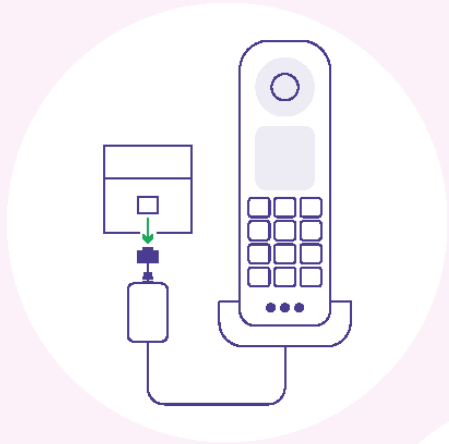


From Autumn 2025

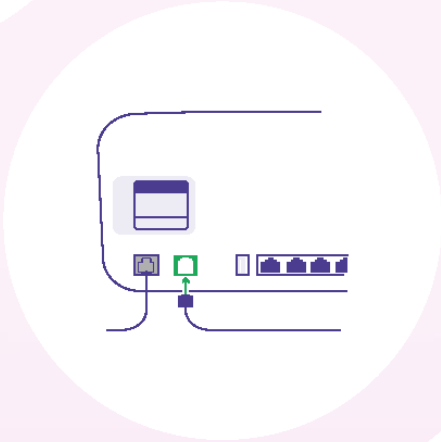
Northwest England
Southeast England
Southwest England
West Midlands

Telecare migrations in pilot, rollout timescales to be confirmed

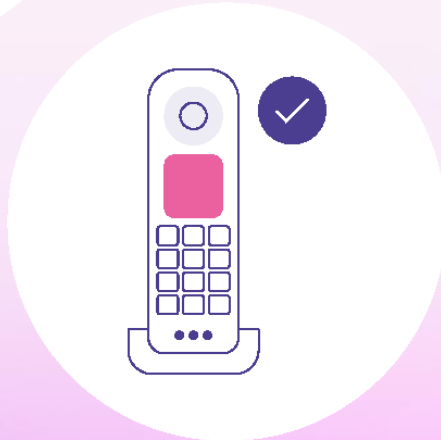
Step 1



Step 2



Step 3



Remember - 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.

We also offer DV adapters for those customer with phones plugged into different rooms

We've listened to what's important to keep the same...



Keep the same number, minimising impact on the customer



Move to Digital Voice for the same price



99% of phones will work on the Digital Voice platform so you can keep the same phones you're used to

...but that doesn't mean we can't offer an enhanced service



Enhanced scam protect features, protecting customers from fraud



Crystal clear call quality, when talking to others on Digital Voice



3-way calling, connecting people with multiple family members or friends

We've tested accessible devices for those with additional needs/disabilities



- ✓ Amplified phones
- ✓ Accessible phones
- ✓ Big button phones
- ✓ Screen / text phones
- ✓ Analogue and digital telecare alarms
- ✓ Monitored burglar alarms
- ✓ Answer phones
- ✓ Call blocking devices

Enhanced scam protection powered by AI

Enhanced Call Protect is provided at no cost to Digital Voice customers

It uses AI to help with detecting and blocking spam and fraud calls, without blocking your important calls

Our system has reviewed over 450m calls in the last year and identified that close to 14% of all traffic is nuisance calls

Its then proactively blocked over 20,000 scam calls & identified 160,000 spam calls every day



What happens if there's a power cut?

A hybrid home phone using the UK's best mobile network with 87% geographical & 99% population coverage

or

For those in areas with no signal, a battery back up to keep the broadband service running at home



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



Both free for those with additional needs

Battery back-up units (BBUs). Keeps your hub/router on so you can still make Digital voice calls

Our New BBU+ has been designed in collaboration with other providers to deliver a best-in-class solution



- 75% smaller than the existing BBU
- For Full Fibre customers one device will power both your Hub & Modem
- Automatically reserves 25% battery charge by powering down and switching to hibernation mode when in use
- Reserved charge can be manually activated in extended power cuts to allow customers to make an emergency call
- Long life – battery will last 6-10yrs before needing to be replaced



What about our other brands?



EE Digital Home Phone

EE will offer the same services, products & support that BT offers with the added benefits of our new EE Hubs offering Full Fibre speeds up to 1GB+

New & regrading broadband customers will be offered New EE over BT

PlusNet Broadband only

At PlusNet, we're making things straightforward by providing simple, reliable broadband and will no longer offer a landline service

If you want to keep your phone, you'll be offered a deal with EE/BT or will be free to move to another supplier



How are we
supporting Vulnerable
customers ?

The landline is a lifeline for some customers

Around two million of our customers are more dependent on their home phone line and may feel more anxious about making the switch. No one will be left disconnected



No mobile phone
signal



Vulnerable customers
with additional needs



Customers with
Healthcare pendants
or alarms



Elderly customers

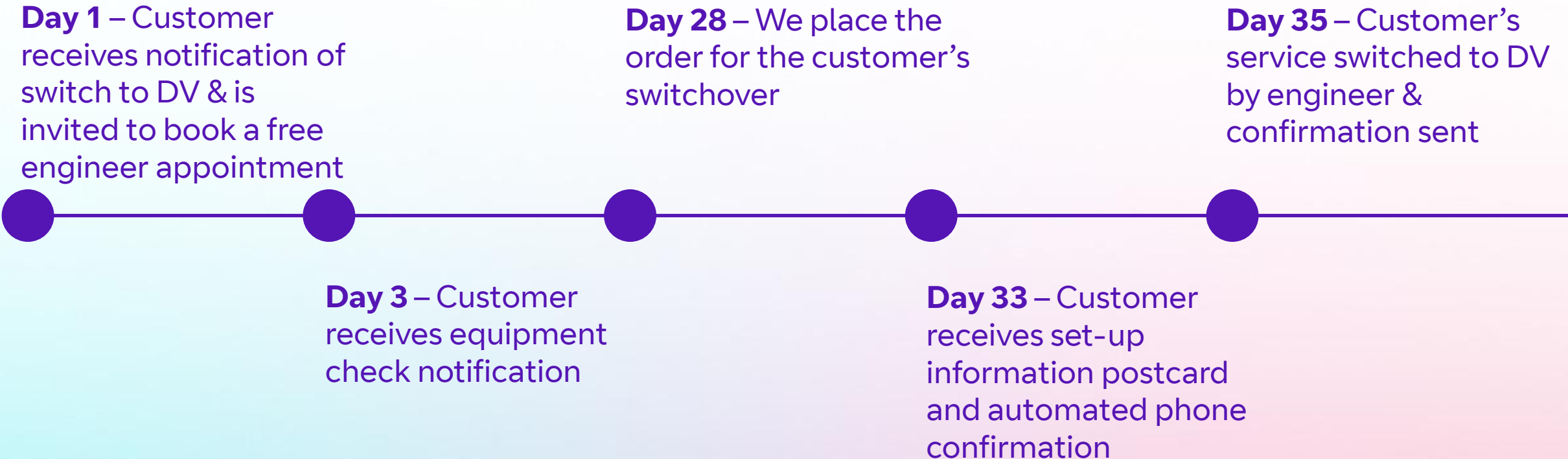


Landline-only
customers

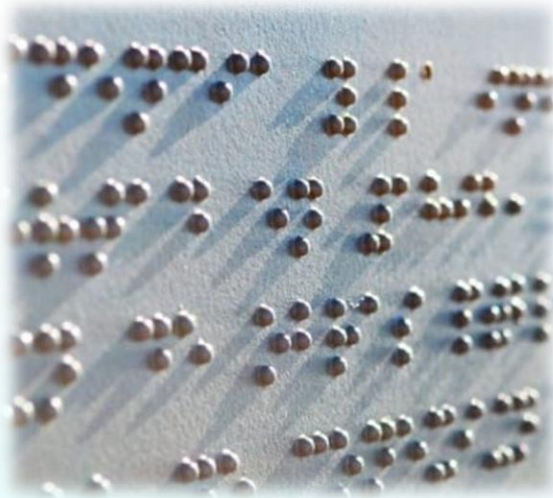
We're providing additional support to these customers as part of their move to Digital Voice

Vulnerable Customers will receive tailored comms explaining their journey to Digital Voice

Customers will receive at least 4 weeks' notice before being moved and all communication is primarily physical (letters/postcards)



Our comms is available in a range of accessible formats...



Braille

This is a transcription of
Bill date: 25 May 2021
Account number: TH 12
Hello XYZ XYZ

Here's your latest bill. The
Broadband

Transcript



Audio

...and have been
independently reviewed by RNIB, RNID & Scope

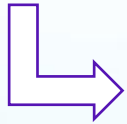
What happens on switchover day?



On your selected appointment date/time



A certified engineer will arrive, confirm your details and that all equipment has arrived



If you're getting a free Full Fibre upgrade, they'll set up a new line to your property



They'll set up your Digital Voice equipment and connect your phones



A test call will be made from your home phone to make sure everything is working

Pilot to support those with telecare



Openreach engineers will support customers through the switch from an analogue to a digital landline and will make sure that their telecare device is reconnected and working before leaving the property.



This visit will be free and will include the installation of a free battery back-up unit where required.



If the telecare device doesn't work on Digital Voice, the engineer will switch the customer back to their analogue landline and wait until the customer has a compatible device.

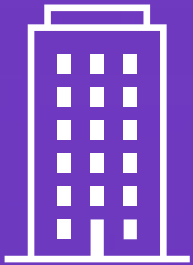


40 Local authorities have signed up for a pilot running right now to test this journey and we're not migrating any other telecare customers known to us until complete.

Landline only customers

Customers who don't have or want broadband will be moved to our new 'dedicated landline service', allowing customers to continue using their landline in the same way as they do today.

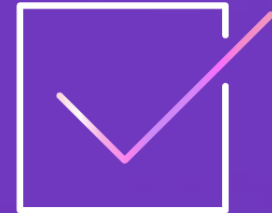
This service will be available from 2025 until 2030 and will keep customers connected to their existing service until they're able to move over to Digital Voice or an alternative.



New digital equipment installed at the local telephone exchange means no engineering visit is required at the customer's home



Customers don't have to change where their phones are plugged in & will continue to work in a power cut



Keep customers without broadband connected until they're able to switch to Digital Voice

Charity Partnership trials & support

Disability Engagement Workshops

Disabled customers surveyed to gauge their awareness of the of the switch-over

Interviews and focus groups with disabled customers of various needs to help improve our comms and processes

SCOPE

Raising Awareness

Full customer journey & comms review

Social media & marketing campaigns

Call centre support teams fully trained on Digital Voice to support their customers

**RN
I:D**

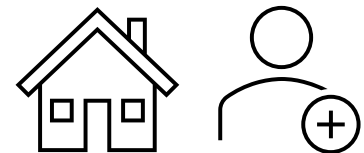
R N I B

Supporting In home

Customers migrated to Digital Voice successfully with charity support

Customers provided with back up solutions

Successful bespoke device testing



Here For You

Making life easier for people with additional needs

If we know you have additional needs, we can help make things easier when you contact us. Our advisors are patient, understanding, and knowledgeable. They'll give you a service tailored to your needs, putting you at ease and helping you to get the most from our services.

We can also help you find the best BT services to help you cope with everyday life.

Who can we help?

If you're affected by any of the below, please get in touch with us.



General vulnerabilities

Including critical illness and life events such as unemployment and bereavement.



Mental health

People living with depression, anxiety, or any other mental health needs.



Cognitive

People living with dementia or other cognitive conditions.



Speech

People with communication needs.



Physical

Mobility or dexterity needs.



Visual

People with any degree of sight loss.



Hearing

Anyone with hearing loss.



Literacy or numeracy

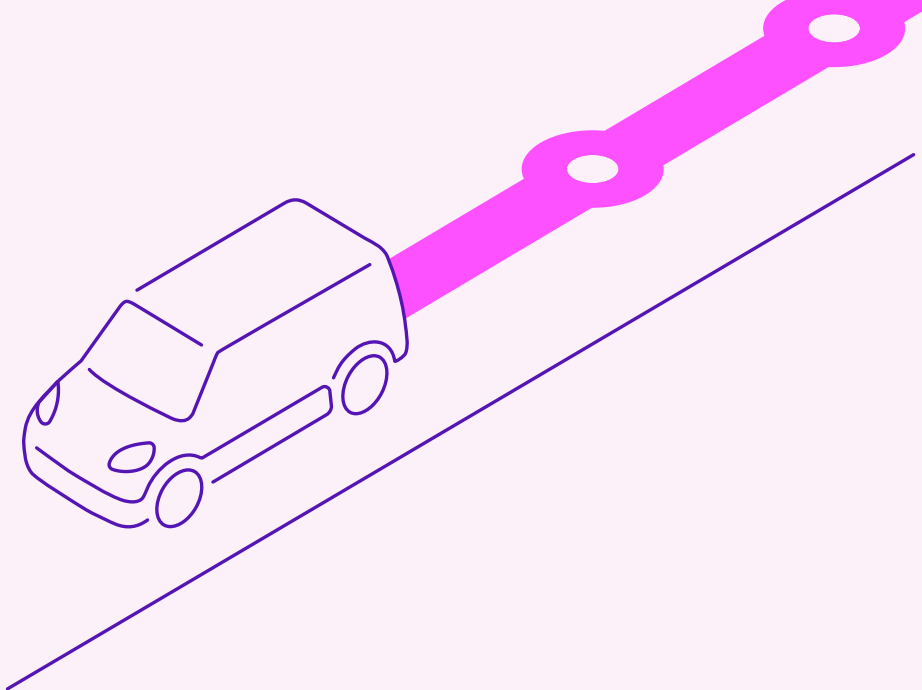
People who need support making sense of words or numbers.

Three reasons to let us know about your additional needs

We're not just making it easier for you to contact us, we can also help you:

1. make sure you're getting the best value for money for your BT services, especially if you're facing financial hardship
2. find out about new communications technology, apps, and gadgets that'll make life easier
3. use technology to communicate more easily.

www.bt.com/help/here-for-you



**How are we supporting
your region?**

Telecare Data Sharing



Not Signed

South Lanarkshire

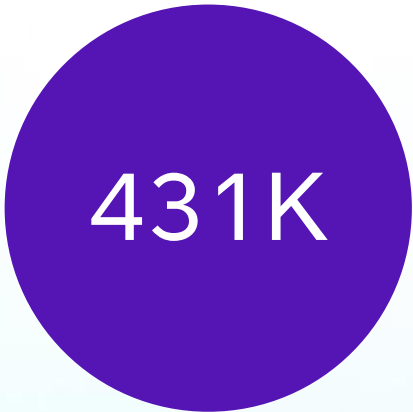
Awaiting Data Share

Comhairle nan Eilean Siar (Western Isles)
East Dunbartonshire
Perth & Kinross
Scottish Borders
Stirling and Clackmannan
West Lothian

We are urging local authorities, housing associations and private telecare providers to engage with us in establishing a data sharing agreement, to ensure the safety of our most vulnerable residents.

Region: Scotland

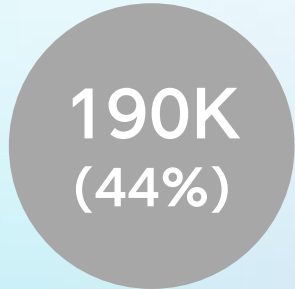
Total BT Landline Customers



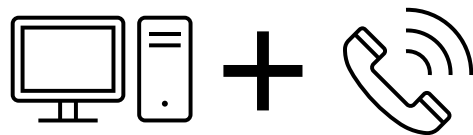
Already on Digital Voice



Still to move off PSTN

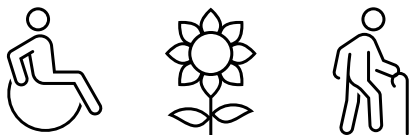


Broadband Customers



131K

Vulnerable Customers



20K – 11%

Landline only Customers



60K – 31%

Telecare Customers



34K – 18%

*All stats correct at time of briefing

Raising awareness for telecare customers with a national campaign

We are launching a national industry-wide campaign in June 2025, supported by government aiming to reach all telecare users and their loved ones.



Call to Action:

If you have a telecare alarm, you must let your home phone provider know



Launch Date:

2nd June 2025
Across multiple media channels including TV, newspapers, social media, GPs & hospitals



Support:

The campaign will be amplified by many stakeholders including charities, local authorities and community groups.



Landline phones are switching to digital, which could stop telecare alarms working.

If you or someone you know has a telecare alarm, you must call the landline provider.

They will help make sure your alarm keeps working through the switchover.

To find out more visit,
www.digitalphoneswitchover.com

BT | Virgin Media | Supported by UK Government

Scan for more information



Engaging with the support network of vulnerable customers – Connected Together

We're targeting the adult children & grandchildren of our vulnerable customers, with information on how they can support their loved ones through the switch using trusted Influencers to help us amplify and engage new audiences



The Green Family



Beau the Beard & Grime Gran



www.BT.com/connected-together

Working with Moira Stuart to help the nation make the digital switch



[Watch the interview here](#)
[BT Press Office](#)

- Mr and Mrs Mitchell, elderly BT customers are our case study focus.
- 26 Live and Pre-recorded TV and Radio interviews, supported by Age UK on some occasions.
- 167 pieces of national and regional coverage as a result of our Press Release
- Reaching a total estimated audience of 744m
- BBC Morning Live opportunity mid-May

Reaching our customers via trusted voices

We know our vulnerable customer base will gain greater reassurance if they hear more about Digital Voice from more trusted sources

Partnerships



Media and publications

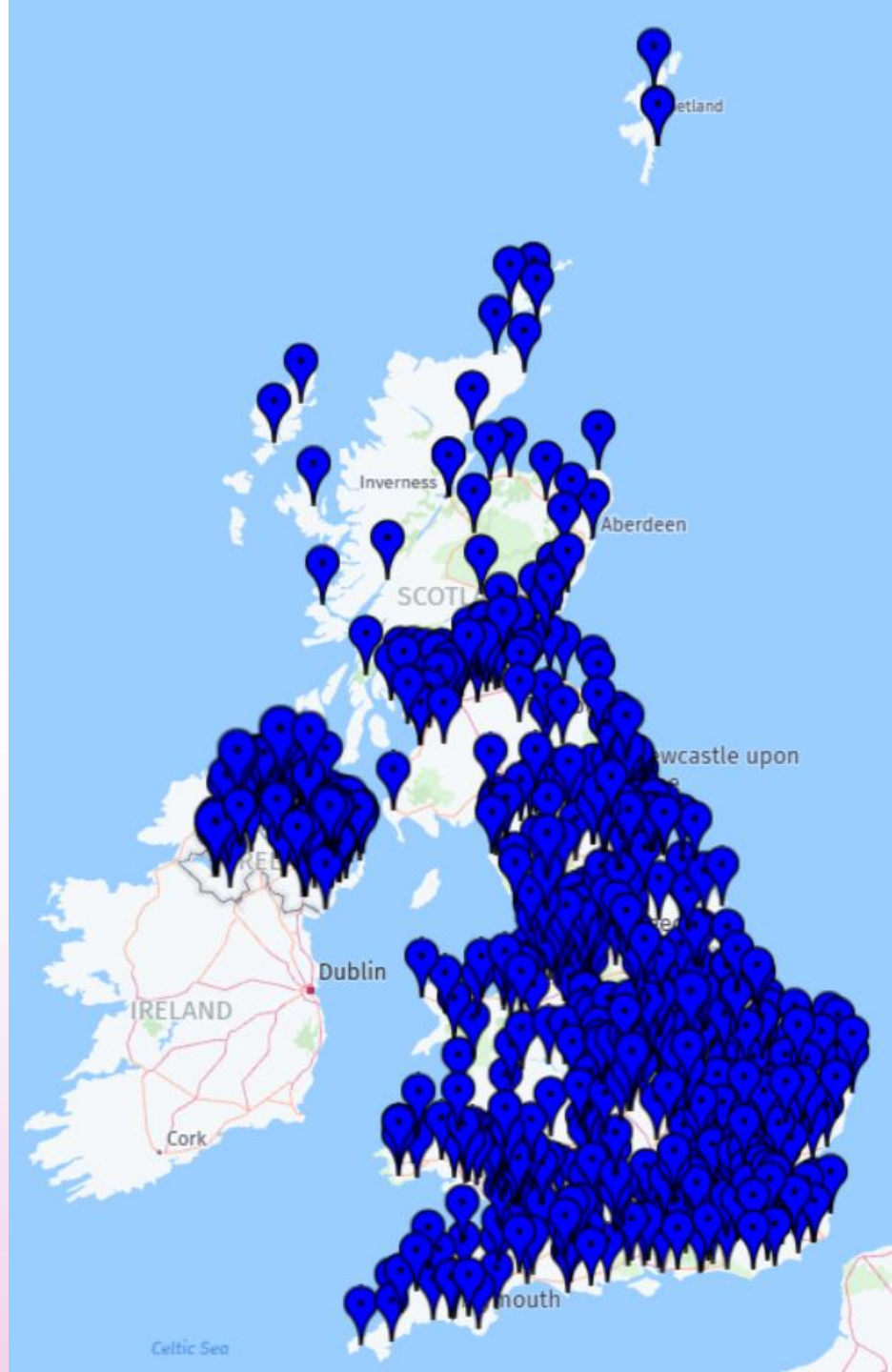


We visited every area of the UK in 2024

- 600 events
- Over 45,000 face to face conversations
- Radio & Press adverts in every region

...and we're not stopping

- We are revisiting every area of the UK again, running an additional 800 events focusing on more rural areas
- Working in partnerships with charities & local organisations
- 250 Events Run by Neighbourhood Watch
- 100 Events in NI by Supporting Communities
- 51 Events in Scotland by NHW Scotland & AbilityNet



How you can help us



Raising awareness

Recommend venues and locations for us to connect with local authorities, community partners, charities and faith groups. Help us to raise awareness of Digital Voice by posting on your social media channels.



Telecare data-sharing

Engage with local authorities in your area and encourage them to complete and return our data-sharing agreement for telecare customers



Identifying customers with additional needs

Encourage your constituents who need additional help to contact our customer services team. They can do this by phone (**0800 1234 150**) or online via webform ([Connected Together - All-IP - About BT | BT Plc](#))



Download our one-page Digital Voice guide & Assets

Share with your constituents and communities, to help our customers feel better supported and knowledgeable about the Digital Switchover and reassure them that support is available for them. <https://www.bt.com/about/all-ip>

Where you can find more independent information

- [UK Government website](#)
- [Ofcom website](#)
- [Charter of commitments](#)
- [Tech UK](#)
- [Local Government Association \(LGA\) Hub](#)
- [BT Digital Voice website](#)

