End User communications and calls to action

**Overview**

The provided email templates are designed to inform your customers about the significance of the Great Switch Off and how important it is for them to take action sooner rather than later.

Additionally, they highlight how customers can prepare themselves and also benefit from the move to ALL IP.

We have included messages for both customer and business audiences, allowing you to select the version that aligns best with your customer base.

Some of the messages offer ideas for additional resources you can link to, whether on your website or third-party platforms.

Week 1: Business

Subject: Important Changes Affecting Your Business Communication

Dear Customer,

A significant transformation is underway that could impact your business operations. Is your business currently reliant on traditional telephone services or an internet connection?

Many businesses in the UK rely on conventional telephone services for their daily operations, including both voice and broadband services. The UK's communication network is undergoing its most substantial change in years, with restrictions on traditional services to begin in September 2023, ending in the complete closure of legacy services in December 2025, known as "The Great Switch Off."

Over the next few weeks, we'll provide you with a series of messages explaining what "The Great Switch Off" entails and how we can assist you in transitioning to the Digital All-IP era.

If you have any questions or wish to discuss this transition, our dedicated advisors are ready to help you. They can clarify any queries you may have and explain how migrating to All-IP Solutions can benefit your business.

Week 1: Consumer

Subject: Important Changes to Your Telephone and Broadband Services

Dear Customer,

The time has come for a major transformation in the UK's phone network. The traditional landline, which has served us well, is struggling to keep pace with the demands of modern life. Additionally, the broadband services delivered through your landline are also undergoing changes.

This transition is similar to the shift from analogue to digital television services. In the upcoming months, we will reach out to you to discuss your needs in preparation for this change. Before we do, please take note of the following:

* Let us know if you want to keep your current telephone number and continue using your landline for personal calls.
* Make a note of any other services that rely on your telephone line, such as care pendants or alarms that send alerts through your landline.

Rest assured that we are well-prepared to guide you through the digital switch-over process.

Week 2: Business

Subject: Understanding The Great Switch Off and Its Impact on Your Business

Dear Customer,

Did you know that the UK's telephone network has been in operation since the Victorian Age, spanning 150 years of copper infrastructure that is now outdated and costly to maintain? The closure of the traditional telephony network is looming, making the transition to digital-based voice services supported by reliable internet connections is a must.

All businesses currently using traditional services must take action. Digital services not only future-proof your communication but also provide greater control over your telephony services, enabling flexible work arrangements while retaining your existing business telephone numbers.

To learn more about The Great Switch Off, you can access our latest article, “The Great Switch Off – What is it?" or connect with one of our advisors today.

[Link to What is the Great Switch Off Article on your website or LinkedIn]

Week 2: Consumer

Subject: Understanding "The Great Switch Off" and Its Impact on You

Dear Customer,

Did you know that the UK's telephone network has been in operation since the Victorian Age, spanning 150 years of copper infrastructure that can no longer meet the demands of our modern world? The issues of crackling lines during rainy days or poor-quality streams on broadband services are common occurrences with traditional technology.

In contrast, digital technology, such as superfast fibre internet, is much more reliable, ensuring robust communication services. Transitioning to digital services offers you numerous benefits, including greater control over your phone services, faster broadband speeds, and the option to retain your existing telephone number.

To learn more about the Digital Switch over, you can access additional information on our website. If you have questions or need help with the transition, feel free to contact us at [insert contact number] or [insert email address].

Week 3: Business & Consumer

Subject: Transitioning to Digital Communications – "The Great Switch Off"

Dear Customer,

The Great Switch Off is a comprehensive program requiring all users of traditional telephony services to migrate from old technologies to newer internet connections and digital voice services by December 2025. This transition impacts everyone, from residential users to small businesses and large enterprises.

While December 2025 may seem distant, there are significant benefits to making the transition today, including flexible working arrangements, enhanced control, and increased efficiency. Internet connections continue to improve with the rapid rollout of Full Fibre connections, offering more capabilities to users.

Moving to digital solutions is not simply a like-for-like replacement; it opens up a wide range of communication options that boost efficiency and future-proof your operations. To simplify your understanding of your options, we've created a straightforward guide to All-IP, which you can download here.

[Link the All-IP Glossary article via your website or LinkedIn]

If you have questions or want to discuss The Great Switch Off, our dedicated advisors are available to assist you.

Week 4: Business & Consumer

Subject: Key Considerations and Unique Usage Cases for "The Great Switch Off"

Dear Customer,

As previously mentioned, we are in the process of transitioning from analogue to digital technologies for both broadband and phone services. This shift impacts not only businesses but also our personal lives.

Traditional telephony services have been relied upon for various purposes beyond making calls, including alarm lines, lift lines, payment terminals, and Critical National Infrastructure (CNI) services. Additionally, personal safety devices like tele-care devices have historically operated alongside our analogue phone services. But what happens to these services in an All-IP world?

Before transitioning to All-IP solutions, it's crucial to consider your specific line usage and any requirements during power outages. If you haven't made plans for migrating to an All-IP solution, please share your requirements with us. Our expert team is ready to explore solutions tailored to your needs via email at [insert email address].

Week 5: Business & Consumer

Subject: Embracing the Benefits of Digital Communication

Dear Customer,

In our previous communications, we explained the significance of The Great Switch Off and how it affects all users of traditional telephony and broadband services in the UK. The transition to digital services by December 2025 is inevitable, and making the change sooner rather than later offers numerous benefits and future-proofs your business communication.

Digital communication solutions provide a wide array of features and controls that enhance efficiency and productivity. They enable flexible working, allowing staff to work from anywhere, utilising laptops, tablets, or even mobile phones for communication.

Most features found in traditional analogue telephone systems are replicated in replacement digital solutions, offering additional functionalities. Our solutions cater to residential users and businesses of all sizes. For more information, explore our portfolio below, and if you have questions, contact our team at [insert contact details].