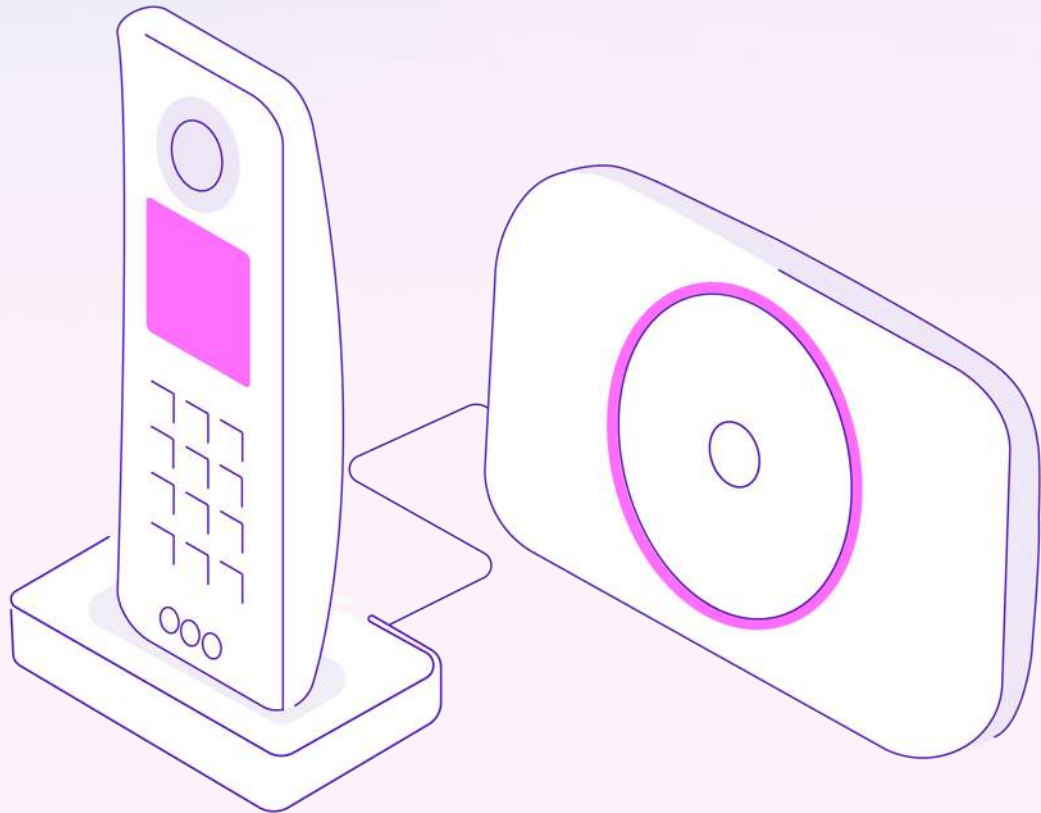




Digital Voice

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 of our customers to a digital service

[Introduction to Digital Voice](#)

We give you more options with your home phone than any other network



Corded or cordless...BT or any other brand, your phone will do all it does today...and more

If it's time for a new phone we've got you covered with our Digital Home Phone



If you want phones around the house, our DV adapters let you still have phones where it works for you





What happens if there's a power cut?

Digital Voice won't work without power.

We've got a number of options to ensure that if there's a blackout or a customer's broadband fails, they will still be able to make calls, including 999 in an emergency

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

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



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

or

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



Both free for those with additional needs

Battery back-up units (BBUs). Keep 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

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 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

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 and will keep customers connected to their existing service until they're able to move over to Digital Voice or an alternative.



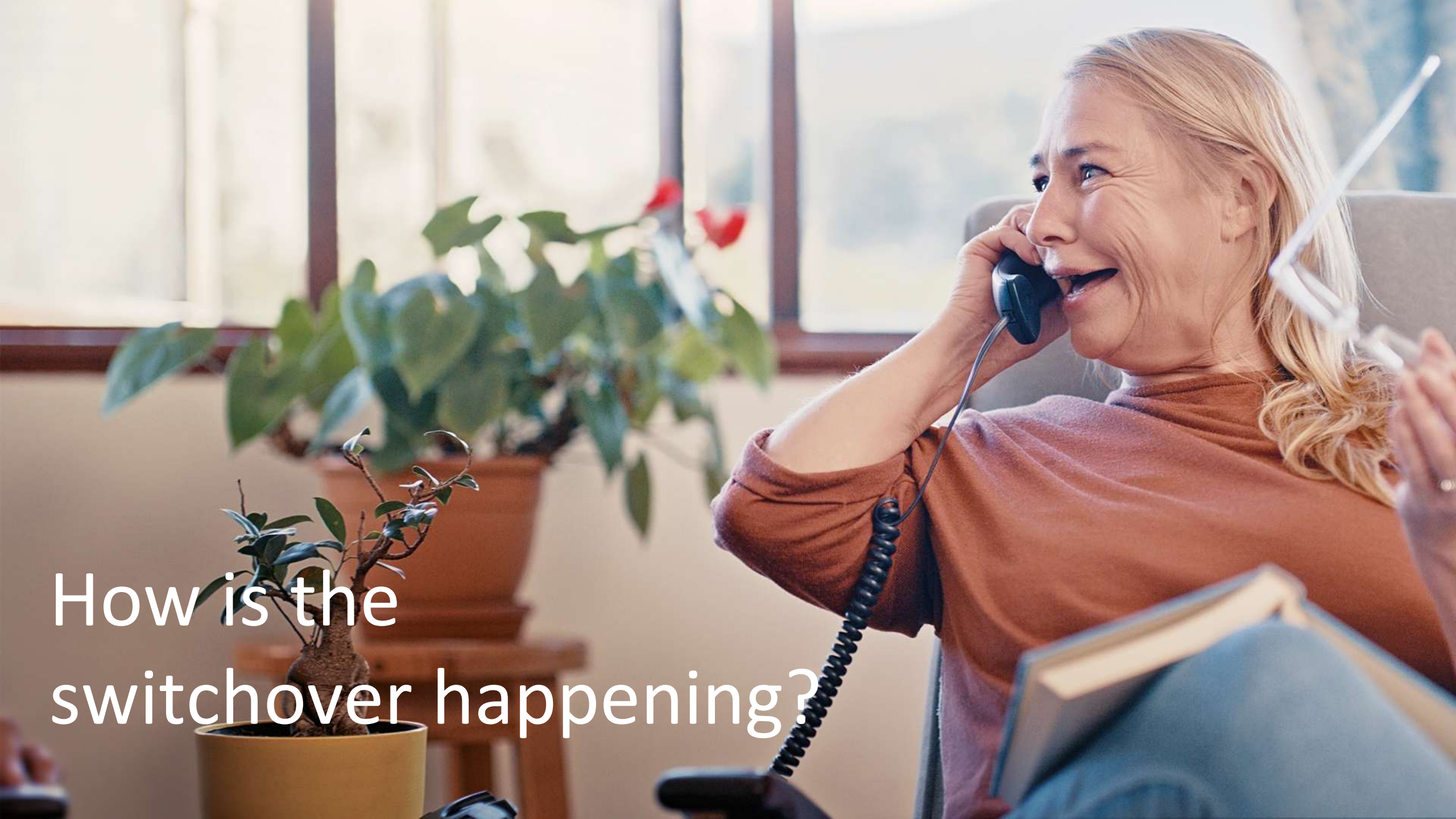
Works in a similar way to the analogue technology but still allows BT to switch off the PSTN



New equipment installed at the local telephone exchange means no engineering visit is required and no change at the customer premises



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



How is the
switchover happening?

Supporting 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.

When are we moving customers to digital voice?

Throughout 2024

Zero usage customers

Customers who have not used their landlines (outgoing) for 12 months



From January 2025

Voice engaged, non-vulnerable Customers

These customers will be moved nationally



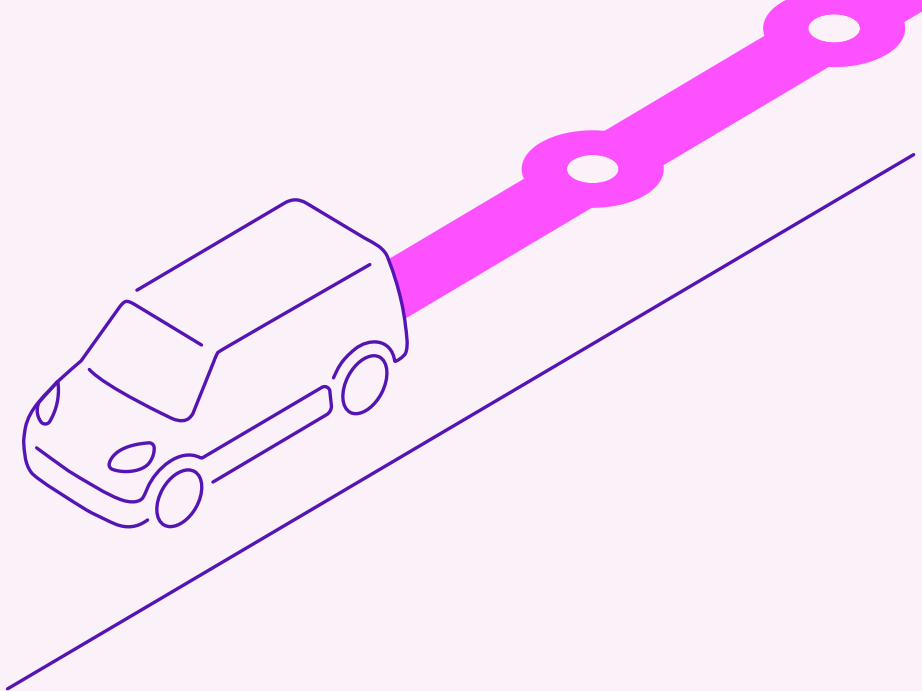
From Spring 2025

Vulnerable Customers

We will start to move all other customer groups including those with additional needs regionally



Approved by UK Government



We're raising awareness regionally - as personally as possible

BT Digital Voice Engagement Team

We play a central role in **shaping our customer experience**, providing **essential support** throughout this once-in-a-generation change of the UK landline for millions of customers, with the **unwavering support of over 1500 stakeholders**, UK wide.

600,000

Landline customers

personally invited to come and talk to one of our experts about what the switchover means for them



2.5million

Customer communications

the number of communications sent to our landline customers to date, to begin their move to Digital Voice



300

Media engagements

3 national campaigns and nearly 300 TV/Radio interviews and Newspaper advertorials to raise awareness



1500

stakeholders engaged

built relationships with over 1500 stakeholders across central Gov, Local Gov and 3rd Sector to help spread the word



1000

Customer events

events in the heart of communities across the UK, speaking directly to our customers about the switchover, with the team travelling over 45,000 miles



400

Telecare providers

collaborating with nearly 400 providers UK-wide, to ensure the most vulnerable are supported and safeguarded through the switchover

50

Charity partners

worked with over 50 orgs to share informative and reassuring info via some of the most trusted voices



Telecare Awareness Campaign

Aim: Reach all telecare users and their loved ones, encouraging them to self identify with their landline provider

Media channels: TV, Video on Demand, Digital Display, Social Media, Paid Search, Print, Community Radio, Out of Home (Buses, GPs, Hospitals etc)

The campaign ad has currently delivered **15.3M impressions** (97%) and **11,800 clicks** on Video on Demand across ITV, Sky, C4, Diversity & Amazon.

YouTube has seen a view through rate of **93.73%**, significantly above the **85%** benchmark.


The partner toolkit has received **1,928 views** since launch.



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. **Phase 2 going live in September 2025**

[Webform available to register for extra support](#)



Customers with additional needs

If you need extra support making the switch to Digital Voice, please register via our webform. You'll be asked to log in to your MyBT account and can tell us about your additional needs.

If you have Telecare, and are a BT or EE customer, please call **0800 077 8813** to let us know, so we can ensure you have all the support you need through the digital switchover. If you are a Plusnet customer, please call **0800 079 0009**.

If you are not a BT customer, please contact your landline provider for support.

[Register for support >](#)



[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



- 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** - May 2025

[Watch the interview here](#)

[BT Press Office](#)

Digital Voice Engagement across communities



Insight

- Engagement with the **South Asian** community in **Punjabi/Urdu**.
- Engagement with the **Chinese** community with **Cantonese** translators
- Engagement with the orthodox **Jewish** community (landline only).
- Collaborative approach with the **Muslim Council of Britain**
- DV one pager translated into **Gujarati & Cantonese**.
- Working closely with **regional cultural community centres** & utilised **places of worship** to raise awareness
- Utilised local **community partners/charities** to reach out to ethnic minority communities via events, comms & assets

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

Amplify the National Telecare Campaign

Use and share the materials via the [Partner Toolkit](#) through your channels, following the guidance provided to ensure consistency and clarity, to help residents and their support networks to take action during the digital switchover.

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>



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

Where you can find more information

- [UK Government website](#)
- [Ofcom website](#)
- [Charter of commitments](#)
- [Tech UK](#)
- [Local Government Association \(LGA\) Hub](#)
- [BT Digital Voice website](#)
- [Connected Together and registering additional needs webform](#)
- [National Telecare Campaign Partner Toolkit](#)



