

Industry Best Practice Guide: Broadband Migrations & Home Moves

1. Introduction

1.1. **Objective** – This guide is aimed at providing industry stakeholders with definitive guidance in respect of the following activities:-

- **Switching between Service Providers** - managing requests from individual End Users who are intending to Switch their Broadband Service (with or without the associated Voice service) to another Service Provider whilst remaining at the same address.
- **Home Moves** – managing requests from individual End Users who have decided to move home and require their new services (i.e. Voice &/or Broadband) to be provided at the new address in a slick and timely fashion. This may involve a change of Service Provider also.
- **Tags** – Prevention of Broadband Tags occurring and, in the event that they do arise, to manage their resolution in the most effective way for End-Users.

1.2. This guide has been jointly developed by Industry and the OTA. As such, the guide represents industry's ongoing commitment to significantly improve end user experience when switching Service Providers and/or moving home.

1.3. Industry will be expected to develop & enhance their 'front-end' support capability to ensure the principles and processes explained within this guide can be consistently applied.

1.4. Best Practice Guide – Structure

- **Main Body** – This document provides high level guidance for all CP/SPs personnel involved in managing End User requests for Broadband Services (with or without narrow-band voice)
- **Annex A – Migration & Home Mover Scenarios Matrix** – This document provides specific guidance for CPs to follow, for each type of End User scenario which can arise.
- **Annex B – Effective Use of Checker Tools** - This document provides comprehensive guidance for CP/SPs regarding their use of MLC Dialogue Services and the BTW equivalent tools (e.g. BBAC, TOTL checker)

- **Annex C - Industry-Wide Tags Support Model** – This model describes the agreed industry-wide support operating model which is designed to ensure all End Users consistently receive effective support at all times in resolving Migration/Tag related issues.
- 1.5. **What is a Tag?** - The label ‘tag’ is used to describe any barrier that gets in the way of supplying a Broadband Service to an End User.
 - 1.6. **What causes Tags?** – Following an extensive Study involving all the major Industry stakeholders, the primary conclusions drawn were that Tags are a problem exclusive to the broadband domain & can arise as a result of either:-
 - 1.6.1 **Process-related issues** - this breaks down further into:-
 - 1.6.1.1. **Non-Compliance** - The correct ‘Business-as-usual’ processes not being applied.
 - 1.6.1.2. **Deficient BAU Processes** - Some of the ‘Business-as-usual’ processes are deficient in some way.
 - 1.6.2 **Data-related issues** – Data-related Tags arise from inaccuracies in the information held against a particular line. With Data Tags, a CP has no alternative but to contact the BT Tags helpdesk.

Work on identifying and removing the causes of these errors has already begun, coupled with carefully controlled data cleanse actions.

- 1.6.3 **Network related issues** – The specific method that is used by Openreach to connect a customer’s telephone line to the local exchange in the access network may prevent them from being able to get a Broadband service. The 2 most prevalent examples of such being DACs (a “line share” device) and TPON (where the customer’s line is partially serviced by a fibre connection).

In these instances Openreach will look to remove the incompatible technology but end-users should be made aware at the point of ordering Broadband that the order may be subject to delay (at best) or fail (at worst). Where the incompatible technology cannot be overcome, the customer will not be able to support a broadband service on that telephone line.

- 1.6.4 **Product related issues** – There are some product combinations that are not possible and thus there can be an incompatible product present. For example a line that has an exchange-based alarm monitoring system on it (e.g. Redcare) cannot then be fully unbundled to support MPF based broadband. The CP should explain that the end user will need to choose one of the following options:

- Cease the alarm service and then take the MPF based broadband
- Install an additional line for the MPF based broadband
- Buy SMPF based broadband instead

- 1.7. **What is being done to eliminate Tags?** – An extensive programme of work is underway to improve any **deficient BAU Processes** (Section 1.6.1.2) and resolve the **data-related issues** (Section 1.6.2) through the Industry ‘Migrations Programme Board’ (MPB) under the stewardship of OTA.

Openreach have committed to working with the MPB in the identification and removal of the causes of data errors through carefully controlled data cleanse activity. In addition, Openreach have pledged to resolve network related issues (Section 1.6.3) by proactively removing incompatible technology from the local access network, when commercially and technically feasible.

- 1.8. This **guide** addresses the issue of **process non-compliance** by providing definitive guidance to all Industry stakeholders in determining which ‘business-as-usual’ processes should be used to handle the different end user scenarios which can materialise at the initial point of sale / contact with the CP agent.

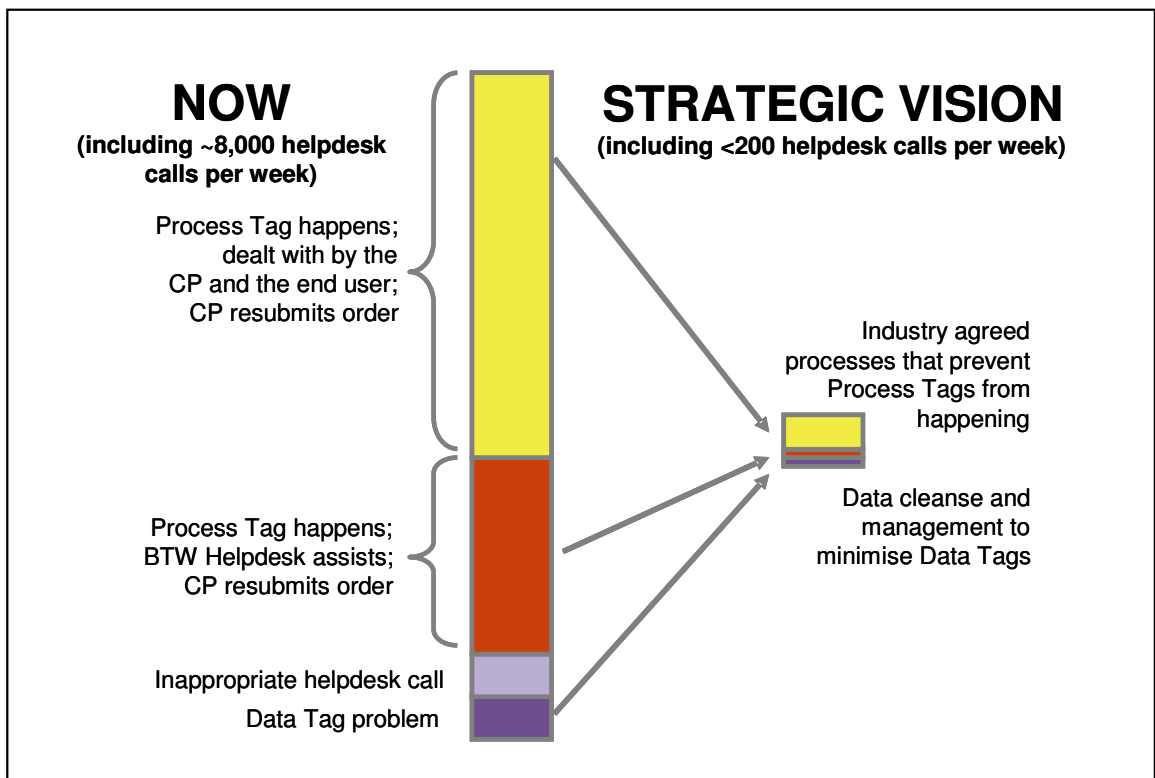
By using the correct process for an End User migration or home move scenario, the potential for a Tag to get in the way will diminish significantly. However there is always the possibility of a ‘legitimate’ Tag to arise but these should be exceptional and, in these circumstances, the Service Provider must give the End User accurate advice in terms of ‘what to do next’,

- 1.9. **The Strategic Vision for Tags** is illustrated in Fig 1 below.

By implementing the Industry agreed processes as defined in this guide, CPs can dramatically improve their End-Users’ experience by preventing Process Tags from happening at the initial Point of Sale/Contact.

The appropriate handling of end users at the first point of contact, within the Service Provider’s domain, will avoid the creation of almost all tags and will ensure a smooth end user experience in all situations.

Figure 1: The Vision for Preventing Tags



Best Practice Guide - Recommendations

2. **The format** of each of the recommendations immediately below is intended to guide the industry interactions needed for each type of end user scenario.

There are 3 general 'process' scenarios:-

- **Provision** (i.e. End User requires provision of new Service)
- **Migrations** (i.e. End User switching between CPs)
- **Home Moves** (i.e. End User changing address & possibly CPs)

For each process area, there are three levels defined:-

- **Green Processes** - Following processes under the green section reduces the chances of encountering a Process Tag to the minimum, ensuring the best available End User experience. Should these processes be followed and a tag is still encountered then full help desk support will be available.
- **Amber Processes** - Processes under the amber section are less desirable however all CPs will occasionally find themselves in this area as a result of the way that end users choose to interact with their suppliers. Ideally CPs should try to minimise how often they use amber processes by advising / encouraging customers to adopt the "green" processes, where relevant.

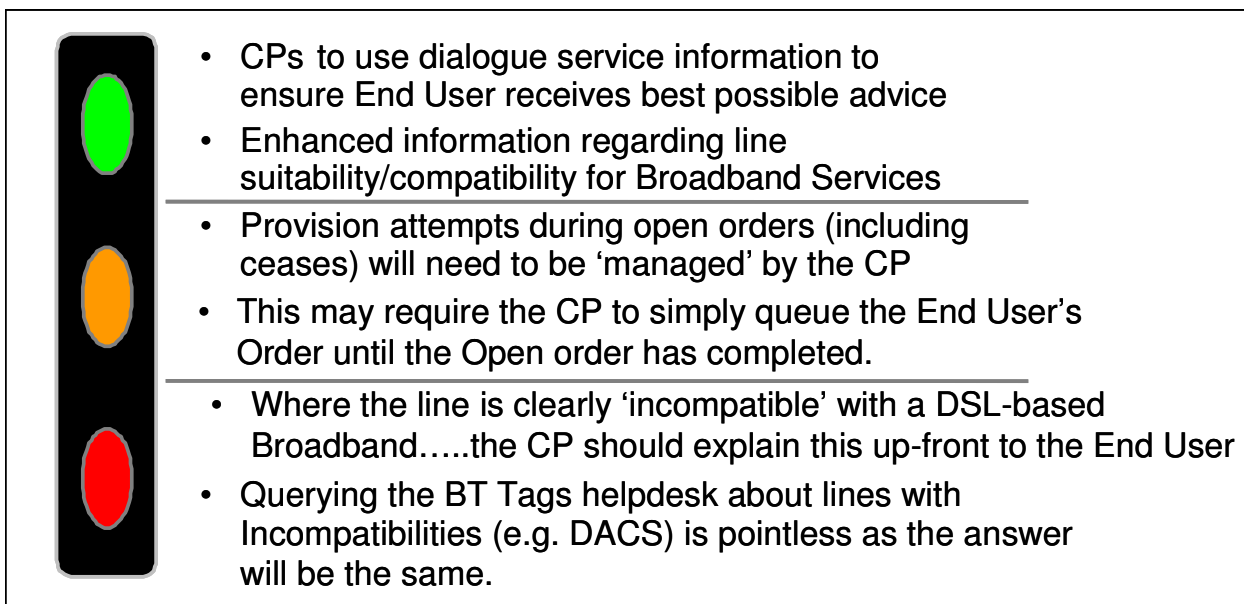
As well as having a higher chance of encountering tags, the use of amber processes may result in the End User having to settle for a lesser experience and CPs should advise the End User accordingly. In addition, amber processes introduce increased cost to the Industry as a whole and should be minimized.

- **Red Processes** - Processes in the red area are to be actively discouraged because they have a high probability of leading to tags. Helpdesk support will be very limited and may attract a charge at some point in the future and will be subject to Industry consultation.

Process Scenario 1 - PROVISIONS

3. A **provision** is defined as an End User requiring a new service to be ordered.
- 3.1. A straightforward provision scenario introduces the need for the CP to complete a 'pre-order check' using dialogue services (or similar checker tools) to verify that the address has a line that is suitable for broadband. It cannot be assumed that the End User's line is already capable of supporting broadband.
- 3.2. The high-level approach to be adopted by CPs should be as defined in Figure 2 below.

Figure 2: Provision Process Recommendations



- 3.3. **Green Processes for Provision** – The appropriate processes for CPs to employ for provision of broadband services are outlined in Figure 2 above, and include:
- Correctly advising an End-User that a broadband service is not able to be supported on their ISDN line. For SMPF-based broadband the broadband CP should raise a Sim Provide SMPF order with a LORN and advise the end user to raise an ISDN Conversion order with their chosen Voice CP using the same LORN. For MPF-based broadband the end user should first convert the line to an analogue service.
 - Correctly advising an End-User that they cannot provide their broadband service over the customer's existing broadband service. The end user should migrate their existing service to the new one and the CP should guide the end user to the most appropriate migration approach.

- Correctly advising a customer with a Redcare alarm service that they are unable to take an MPF-based broadband service. The end user should be made aware of their options. Currently CPs are not explicitly told of the presence of Redcare however an MPF enquiry that returns a 'P' code has a reasonable chance of being an alarm service so a simple question to the end user may clarify the situation. From R800 Openreach will be giving explicit information to CPs to indicate the presence of Redcare.

3.4. **Amber Processes for Provision**

- If a CP is approached for a new provision and the systems indicate that there is another activity underway, then the CP will need to hold onto the order and submit it when the other activity has completed.

It is impractical for Openreach to keep the incoming order in a queue in that predicting the outcome of the current activity is likely to be subject to inaccuracies. If the date that the "open order" will close is not presented to the CP then the order should be attempted again when the previous activity has closed.

N.B. Similarly, if the existing activity is a "provide" order from a different CP another process is required. If it was successful, this would require the CP to submit a "migration" order in place of the "provide" order. If, however, the existing provide order fails or is cancelled then the new provide order can be placed.

For a CP that is following best practice processes it will be very rare that their order encounters problems with open orders. Given that almost all orders that could cause a tag are initiated by the end user, there is a high probability that the end user will know the nature of the activity and what completion date they have been given.

3.5. **Red Processes for Provision**

- Some incompatibilities are unavoidable and it is important for CPs to understand when this is the case. If the end user's line is physically incapable of supporting DSL broadband then the End User should be advised accordingly. To call the BT Tags helpdesk seeking to change the situation is inappropriate.
- Where the information provided on the checkers indicates that there is already a broadband service being supplied by another provider then the end user should be guided to the appropriate migration process. Calling the Tags Helpdesk would only confirm the information already provided and is therefore inappropriate.

Process Scenario 2 - MIGRATIONS

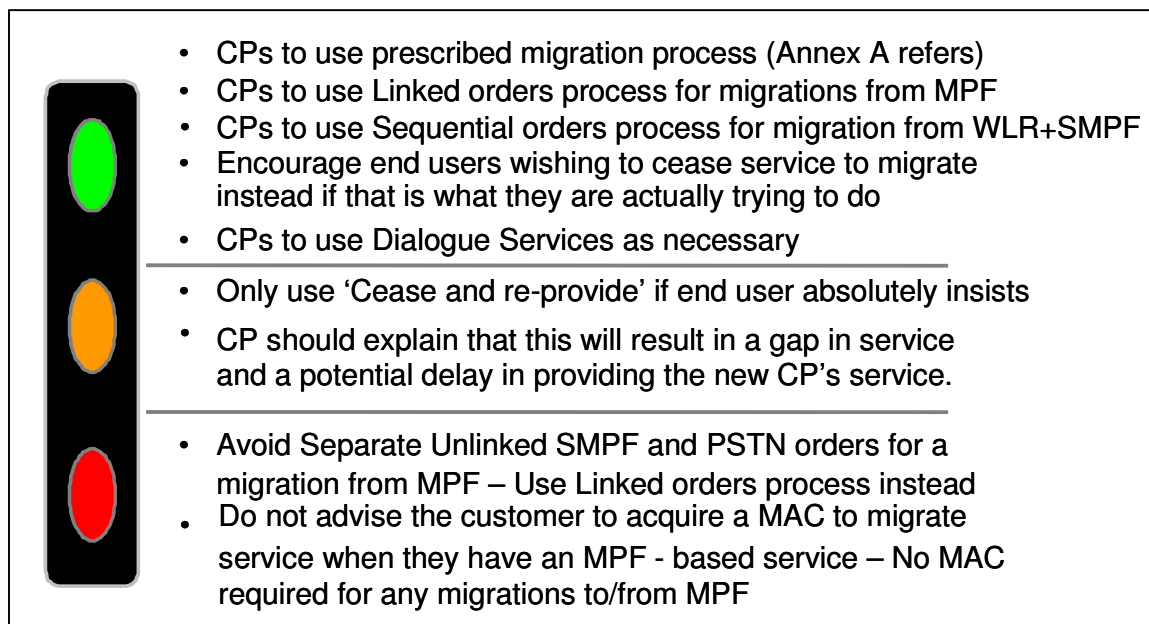
4. A **migration** is the action of an End User switching between CPs at the same premises

The emphasis here is for CPs to establish “up front” if it is a migration the customer wants and if so, to recommend the migration process – the End User should not be advised to just cease their service. This information is available to CPs via the Openreach / BT Wholesale “Availability Checkers” (ie the “gaining” CP can identify whether the customer has an existing BB service and can consequently advise the end-user to request a MAC from the existing supplier).

The high-level approach to be adopted by CPs should be as defined in Figure 3 below.

For SMPF to SMPF migrations, all CPs have a regulatory obligation to provide a Migration Authorisation Code (MAC) on request and to ensure they have the facility to meet this obligation. By associating a MAC with the Order, this allows the process to avoid an “Existing SMPF” Tag.

Figure 3: Migrations - Process Recommendations



4.1. Green Processes for Migrations

4.1.1 The key aspect from a tags perspective is that a formal migration process (and order type) should be used in all migration situations, **instead of cease and re-provide.**

4.1.2 By using the official migration processes (**as specified in annex A**), the end user consent to migrate is implicit. The migration order type will synchronize the required activities and thus avoid creating the tags that

are common if separate activities are initiated for the cease and the provide.

- 4.1.3 **Migrations from WLR plus SMPF to WLR plus SMPF with new provider(s)** (i.e. change of CP(s)) - currently this migration scenario can only be fulfilled using the **Sequential orders process**
- 4.1.4 With the Sequential Orders Process the telephone and broadband services will be switched separately one after the other. Although the overall process may take 3-4 weeks to complete, providing the process is managed carefully, the level of downtime should be minimal.
- 4.1.5 In this scenario, the Gaining supplier will arrange to switch either the telephone service (i.e. line rental and calls) or broadband service first. In order to initiate the broadband switch the End User will need to obtain a MAC from their existing broadband supplier. Once the 1st stage has been completed successfully, the 2nd stage may then be initiated. In order to switch the telephone service the Gaining supplier should simply submit the appropriate WLR transfer order.
- 4.1.6 Where it is a single dual play CP that is conducting the migrations, it should be easy to ensure that the confirmed completion of the first migration is received before starting the second one. Failure to do so is likely to result in an avoidable tag call.
- 4.1.7 Based on evidence to date, there would appear to be negligible numbers of instances where an end user chooses to migrate both of their services to two separate new providers at the same time. Were this situation to happen then care would be needed by the second party to ensure that the first order had closed fully.
- 4.1.8 **Migrations from MPF** have a very high incidence of tags if separate (i.e. discrete) orders are used for the WLR/PSTN and SMPF parts. The only way to avoid Tags in this migration scenario is to use the Linked orders process (see below).
- 4.1.9 **How to identify MPF using Openreach systems** – the standard approach that is implemented within CPs is to use the customer’s telephone number as an input to availability checking. However, this approach will not work to identify an MPF service. In order to do this, the following process should be followed:

If the inputted Telephone number does not return any information for the telephone number, this could be for one of a number reasons:

- a) The telephone number inputted is incorrect (i.e. mis-keying).
- b) The telephone line on that CLI has now been ceased (i.e. no longer live).

- c) The number is one that is not on the Openreach network (i.e. a “cable” number).
- d) **The customer receives an MPF based service.**
- e) The telephone service is in the course of being provided and is not yet closed on Openreach systems.

In order to confirm whether (d) is indeed the case, then the following steps should be taken by the CP:

- i) The customer’s address should be entered into the “Address Matching” dialogue service to “match” the customer’s address details (i.e. return a Gold ALK)
- ii) Using the Gold ALK the “Network Availability” dialogue service should be queried to find out what copper lines are present at that address. Each copper pair will have an Access Line ID and will also indicate the type of LLU product that is present.
- iii) To find out more detailed line characteristic information on a particular copper pair, the relevant Access Line ID should be inserted into MLC.

4.1.10 **The Linked orders process** links the SMPF order to the WLR/PSTN one and thus ensures that it gets the same priority treatment. The reason that this process will be successful is that the provision of the WLR/PSTN part is treated as the dominant product and has the ability to override most tags.

4.1.11 This is the correct process for SMPF CPs to use in the following situations because it gives the end user the best experience and removes the probable creation of tags. Situations requiring the linked order process are:

- Migration from MPF
- Migration from Cable
- Provision on a new or stopped line
- Provision on an additional line to a premises
- Home moves

4.1.12 The process uses a **Linked Order Reference Number (LORN)** whereby both orders are linked for the purposes of delivery ideally on the same day but, where the WLR order is delivered earlier the corresponding SMPF order will be delivered shortly after (subject to the minimum standard lead time for SMPF – 5 working days).

4.1.13 High-level overview of Linked Orders Process

- The Linked Orders Process works by “linking” 2 separate orders together through a code called the “Linked Order Reference Number” (LORN).
- The initial order that is placed (either via the WLR or SMPF provider) needs to be “flagged” as requiring Linked order provision and the submitting CP should generate a LORN and advise the customer of the details.
- The customer then needs to contact their second provider as soon as possible (if the customer is taking a narrowband service from one CP and broadband from an alternative CP) and quote the LORN. The secondary order is then submitted (again, with the Linked Orders Process “flag”) and the LORN is quoted.
- Openreach will then “match” the orders together and the services will be provisioned on a linked basis.
- For more information, please refer to the detailed Openreach documentation on this area.

4.1.14 High-level overview of Number Porting

Number porting is concerned with the “shifting” of a telephone number from one telephone network to an alternative telephone network. The number-porting activity should be seen as a separate activity to the “line migration”. Number porting is wholly concerned with the migration of a line rental service – i.e. it does not apply if the customer is only migrating their broadband service. In terms of the Best Practice Guide, number-porting is generally required in the following migration scenarios:

- Migrating a WLR-based line rental service to a Cable-based line rental service.
- Migrating a WLR-based line rental service to an MPF-based line rental service.
- Migrating a cable-based line rental service to an MPF-based line rental service (*note that, for this scenario, the MPF and Cable operator would need to have a porting agreement in place – this is not always the case*)

Number porting has 2 main order processes:

- **Direct Port** – this is where the customer’s line rental provider is also the “range-holder” of the number – in this process the gaining provider communicates solely with the losing-provider.

- **Subsequent Port** – this is where the customer’s line rental provider is not the “range-holder” of the number – in this process the gaining provider communicates with the line-rental provider (to validate the customer) and the range-holder (to arrange for the number port)

4.1.15 **High-level overview of Number Retention**

Number-retention is concerned with the “holding” of a telephone number as part of a customer’s home-move request (and are connecting to the same network provider at the new address). The telephone number is retained by the network operator and then applied to the new service address.

Note: if a customer is moving outside their serving exchange area then it will not be possible to retain their number at their new address.

4.2. **Amber Processes for Migrations**

- 4.2.1 If an end user ignores the advice and proceeds to cease service before requesting service from a new supplier then there is relatively little choice but to wait for the cease order to reach Openreach and then for it to take effect. Until just before the cease completes the gaining CP should be able to see the identity of the previous CP that was providing service. This will indicate that the end user has an existing service that needed to be migrated, rather than the line being clear and a provision being required. The end user is likely to indicate that that service has been cancelled at which point the CP should explain to the end user that their choice of actions has resulted in an unavoidable delay in getting service, irrespective of who they choose as a new provider.

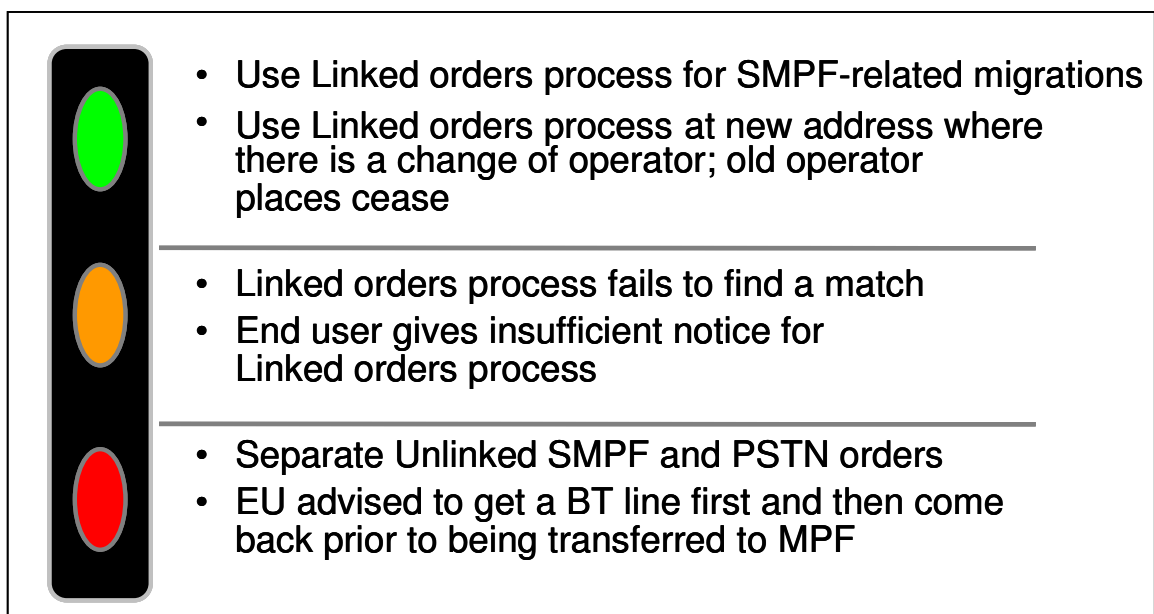
4.3. **Red Processes for Migrations**

- 4.3.1 When a gaining SMPF CP is aware that the end user currently has MPF then it needs to initiate the Linked orders process to link the two orders together. To deliberately not do so would equate to the CP selecting a “red” process.

Process Scenario 3 - Home Moves

5. **Home Moves** involves End Users changing address and possibly their CP.
- 5.1. Home moves involving SMPF broadband are complex because of the combination of activities at the destination address that have to be set up before the end user arrives there plus the need to clear up the products at the departing address.
- 5.2. Add to this the fact that the end user may be in a chain, dates may change for reasons that are beyond the control of the end user and then finally the timing of the actual transition is quite critical to ensure that no party picks up the cost of anyone else's usage of the line.
- 5.3. Because the destination address may or may not have a proven ability to support DSL broadband, the same pre-order checks specified in the guidance for 'provisions' above (see Section 3), should be completed in addition to the home move guidance specified in Figure 4 below.

Figure 4: Home Move Process Recommendations



5.4. **Green Processes for Home Moves**

Clearly home moves need to be handled with great care. Once again, the telephony product is treated as being dominant and the only approach that will avoid a tag when SMPF is involved is to link the 2 orders together using the Linked orders process outlined above.

From an end user's perspective the change of address can often be seen as a good opportunity to re-evaluate their choice of supplier. This could be because they feel that it offers a good chance to sever contact with their old supplier

In this scenario, although the end user is effectively performing both a change of Service Provider and a home move, the recommendation is that the Gaining CP advises the End User to cease their existing service (at the old address) and that they take up their new SMPF service using the Linked orders process to link the order with delivery of their new voice service.

It is important that the end user be permitted to change suppliers in this way and that by so doing they are not subjected to a poor experience with tags. Hence this process is included in the green section.

5.5. Amber Processes for Home Moves

It is recognised that the complexity of the home move scenario could make the setting up of the order linkage under the Linked orders process more difficult than a simple "provision" order. Ideally, the orders would be placed and linked before the move actually happens and a tag occurs (but this requires both the customer placing the right orders and the CPs following the correct process).

If, however, the Linked orders process does fail, the difference between tags under home moves and those under migrations is that the broadband CP providing service is then "**camped on the line**" (i.e. the live broadband service is contracted to the previous occupier and not current occupier). The previous occupier's Broadband should be automatically removed after three working days however very occasionally this process fails. If the end user indicates that they have very recently moved into the property and the checkers indicate the presence of broadband, the CP should wait until three working days after the date of the move before submitting the provide order. Should the old broadband still be present after three working days then the Tags Helpdesk will need to be called.

If the end user is the renter of the narrowband service and someone else rents the Broadband service then the end user cannot initiate a migration of the Broadband service to themselves. If the person who holds the contractual relationship with the existing Broadband supplier is not available then the new CP should initiate the following process.

The name and contact of the existing Broadband CP is available through MLC and BBAC, so the new Broadband CP can give these to the end user. The end user contacts the existing Broadband CP to request them to either cease that Broadband or to provide them with a MAC. The end user would have to prove that they were the legitimate renter of the narrowband line by posting, faxing or emailing a copy of their narrowband bill to the existing BB CP. On receipt of this proof, the existing BB CP should act swiftly to either raise a cease against their own circuit or gives the end user a MAC. The preferred option would be

for the existing CP to provide a MAC to the new end user who passes it to their new Broadband CP who can immediately proceed with migrating the service.

5.6. **Red Processes for Home Moves**

Any SMPF CP that submits an unlinked provision order in a home move scenario has a greater likelihood to encounter a tag. In this instance, there will be little choice but to advise the end user that they need to wait until the existing BB service is ceased before the new order can be placed - this process takes 3 working days. This scenario may arise because the end user placed an order to “move” their telephone line but only decided to order broadband as an afterthought (and therefore the orders are not linked).

CPs/SPs should update their own web-site guidance for End Users looking to ‘move home’. This advice should clearly state the advantages to End Users by being more proactive in initiating the linked provision of both their Voice & Broadband services to their new address at least 10 days prior to the planned move. By doing this, End Users will receive a far better experience than might otherwise occur.

Annex A – Migration & Home movers Scenarios Matrix

Annex B – Tag on the Line – Best Practice Guide

Annex C – Industry-wide – Tags Support Model

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