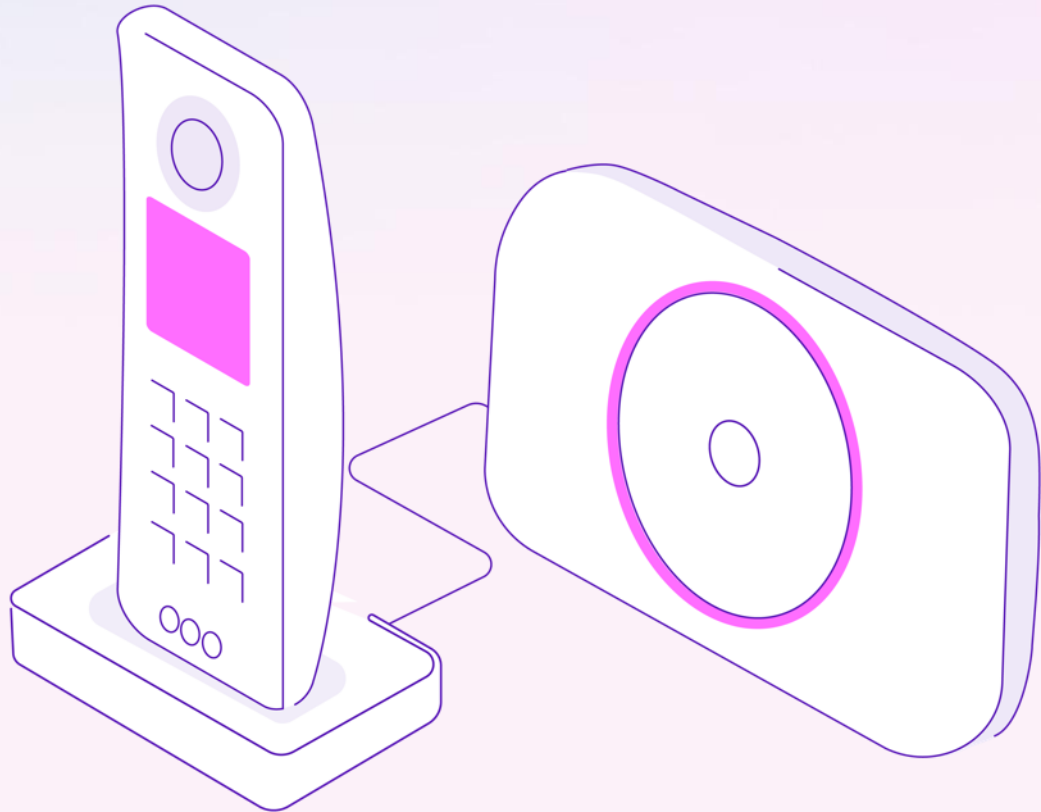




# Digital Voice

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 our customers to a digital service.

[Introduction to Digital Voice](#)

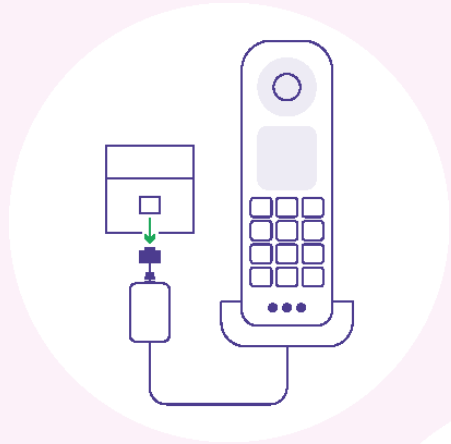
# The analogue network is fast becoming obsolete

It's **increasingly unreliable, energy hungry** and can't give our customers the world-class service we want to provide.

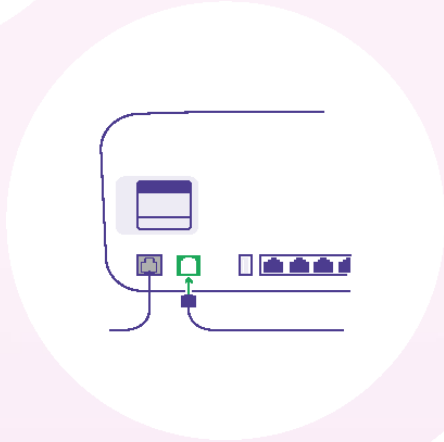
Switching to Digital Voice will give them **clearer call quality** and help **prevent the vast majority of scam calls**.



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.

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



**Keep the same number**, minimising impact on the customer.

\*Remember to include the area dialling code.



Move to Digital Voice for the **same price**.



**Over 99% of phones will work** on the Digital Voice 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 give you more options with your home phone than any other network



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



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



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

# Enhanced scam protection powered by AI

- **Enhanced Call Protect** is **free** for Digital Voice customers
- It uses AI to help with **detecting and blocking spam and fraud calls**, without blocking your important calls
- You'll be warned if a call has been reported as a scam or potential fraud before picking up the phone
- We're **blocking over 17,000 scam calls** & identifying more than **180,000 spam calls every day**

 [All about Call Protect for Digital Voice | BT Help](#)





# 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 powered so you can still make Digital voice calls

# Our BBU Plus has been designed in collaboration with other providers to deliver a **best-in-class resilience 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**

[How to set up a BT Battery Backup Plus \(BSL\)](#)

# Expanding our mobile & broadband coverage



- We've built more than 500 brand new 4G sites in rural areas in the last 12 months, and we'll build hundreds more in the next 12 months

- Openreach plan to deliver Ultrafast Full Fibre Broadband to 25 million homes and businesses by 2026.
- As of January 2025, 50% of all UK homes & businesses now have access to fibre to the home



# 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



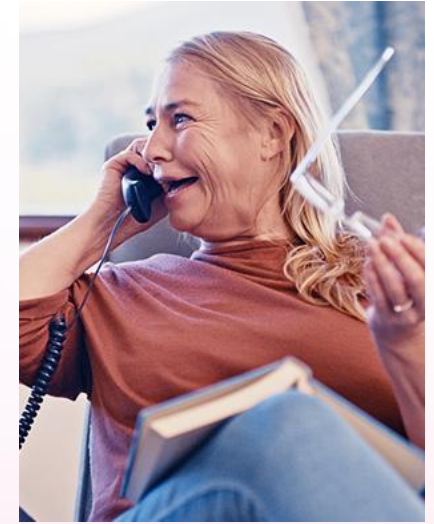
Vulnerable customers with additional needs



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.

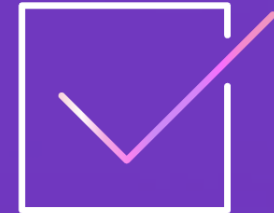
This service will be available from 2025 and will keep customers connected to their existing service until they're able to move over to Digital Voice or an alternative.



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 in the customers home



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



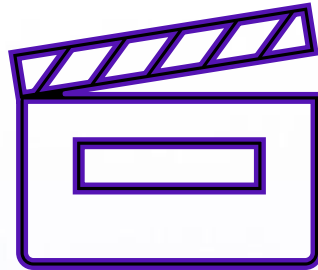
How is the  
switchover happening?

# Cross Industry & Government engagement



## Telecare Charter of Commitments

Specific guidance created by Government on how all providers should support those with telecare



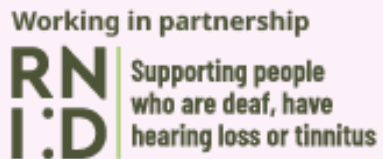
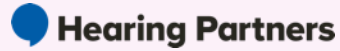
## Telecare Action Board (TAB)

Attended by Central Gov, Local Gov, Telecare & Telecoms industries, working together to ensure a consistent response to the Charter



## Readiness Checklist

Set of conditions that all Communications Providers must meet before they're allowed to migrate customers "non-voluntarily"



Ensuring our customers are supported through this change is paramount.

We've set up the Digital Voice Advisory Group (DVAG) who guide us on how best to support customers through the transition.

# 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.



**Telecare customer migrations commencing from Autumn 2025** following a successful pilot with over 40 Local authorities across the UK.

# Raising awareness for telecare customers with a national campaign

We launched 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:

2<sup>nd</sup> 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 using the [Partner Toolkit](#)



[Government Press Release](#)

[BT Group YouTube Video: Do you or someone you know use a telecare alarm?](#)

# 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)**



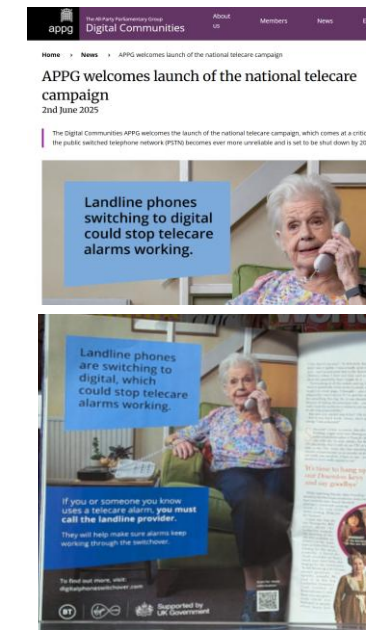
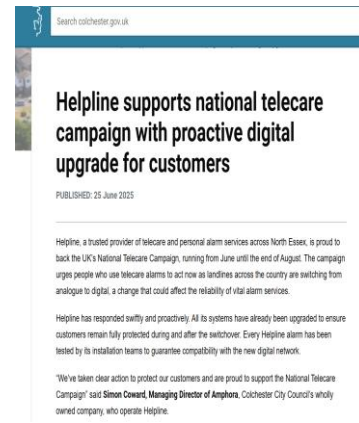
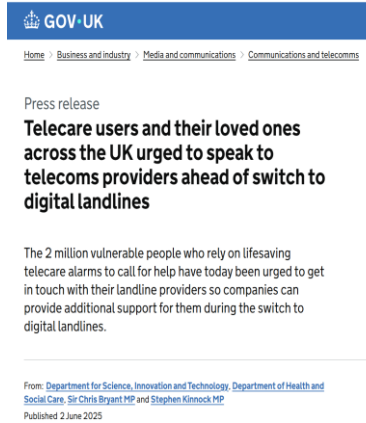
**The campaign ad has currently delivered 15.3M impressions (97%) and 11,800 clicks on Video on Demand across ITV, Sky, C4, Diversity & Amazon.**



**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.**



# 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

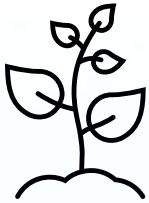
We will start to move all other customer groups including those with additional needs regionally



Approved by UK Government

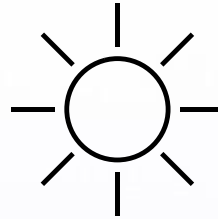
# Vulnerable customers will be moved regionally

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**

# The customer's journey when we select them to move

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

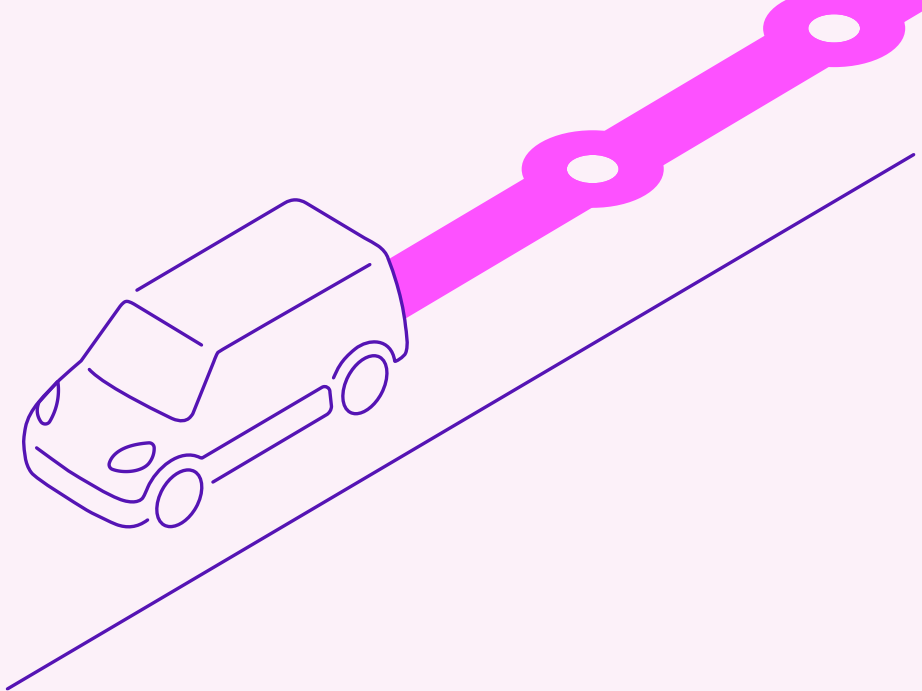
**Day 1** – Customer receives notification of switch to DV

**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.



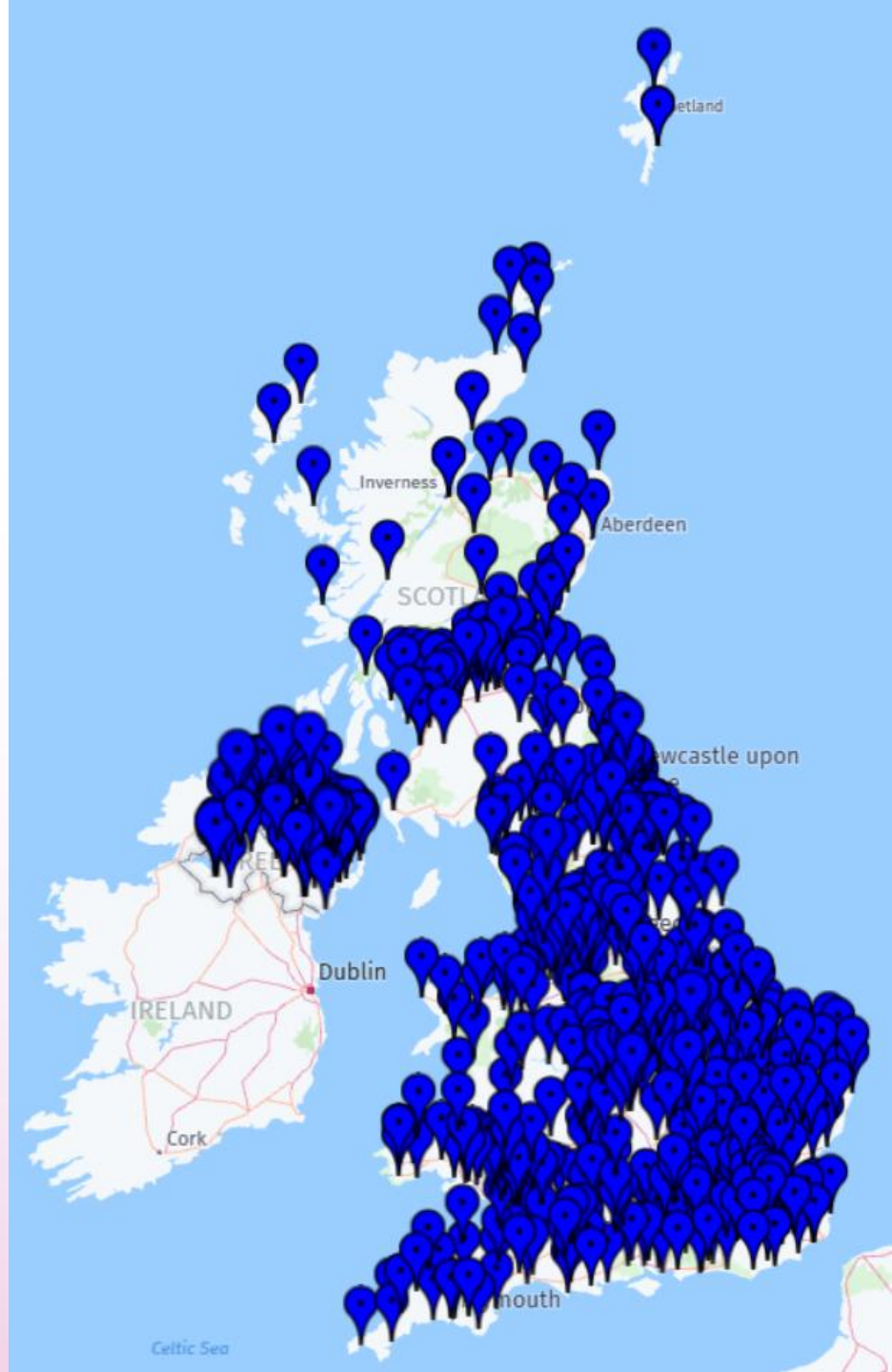
**We're raising awareness regionally - as personally as possible**

# 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



# 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



**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



**50**

**Charity partners**

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

**2.5million**

**Customer communications**

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



**1500**

**stakeholders engaged**

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

**400**

**Telecare providers**

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



# Helping the nation make the digital switch with iconic BBC broadcaster, Moira Stewart



**Moira backs launch of new digital landlines**

LEGENDARY newsreader Moira Stuart is fronting a campaign to raise awareness of the phasing out of landline telephones.

The presenter, 75, is backing BT's new home phone service, delivered over broadband rather than the traditional phone network.

The service is called Digital Voice and includes scam-blocking features.

Moira, right, who worked for the BBC for 34 years, spoke about her own experience with switching to a digital

By Emily Smith

landline. She said: "Like many people, I've relied on a landline for most of my life, so I was curious to understand what switching to Digital Voice really means.

"I've learned that, for most of us, it's as easy as plugging your phone into your broadband router, and you're good to go.

"It's great to see how much BT is doing to support its customers

through the change. And I know first-hand how important it can be to have that extra protection against scam calls."

BT said that with three million households having made the switch to digital, the service already blocks 17,000 scam calls per day.

The firm said the rollout will prioritise vulnerable customers, offering free in-home visits from engineers.

Lucy Baker, All-IP director at BT Group, said: "The switch to digital landlines is a once in a generation change."

**Face of campaign:**  
Veteran TV presenter Moira Stewart

**Stuart backs change to beat phone scammers**

BROADCASTER Moira Stuart is fronting a campaign to raise awareness of the phasing out of traditional landlines.

The ex-BBC newsreader, 75, backs BT's Digital Voice service that is delivered over broadband rather than the copper phone network and includes scam-blocking features.

Stuart, who once fell victim to a bank scam, said the service was 'as easy as plugging your phone into your broadband router', adding: 'I know first-hand how important it can be to have that extra protection against scam calls.' BT says it will prioritise vulnerable customers.

**Daily Mail**

Moira Stuart backs BT campaign over awareness on traditional landline phase-out

**THE YORKSHIRE POST**

Stuart teaming up with BT to explain landlines switchover

- Mr and Mrs Mitchell, elderly BT customers case study focus
- 173+ pieces of media coverage. 8 print newspapers
- Combined reach of 832M, with 1.46M views
- Online features inc The Independent, London Standard & Daily Mail
- Print coverage in Daily Express, Metro, The i and The Daily Record
- 18.2M newspaper circulation
- 30 broadcast interviews on major national and regional radio and TV stations, including BBC Breakfast, ITV News and Morning Live.

[BT Press Office](#)

[Watch the interview here](#)

# Engaging with the support network of vulnerable customers – Connected Together



Help your family and friends **make the switch** to Digital Voice

**What's happening?**

By January 2025, the old analogue landline network will be completely switched off, and replaced by new digital landlines which work using broadband. For BT customers, the new home phone service is called Digital Voice.

This information aims to help you support your loved ones through the switch. For most people, the switch will be simple - but some older customers or those with additional needs might need your support in preparing for the change.

- Phone numbers won't change.
- Over 99% of existing phone handsets work with Digital Voice - and set-up is easy.
- The switch won't cost you a penny.
- There's extra support if you need it. Free engineer visits, back-up solutions to use in power outages, and our customer support team is always on hand.

**Start the conversation today**

**Will my landline still work in a power cut?**  
BT provides power backup devices for free to those who need them most, and they're available to buy for others.

**Is there anything better about Digital Voice?**  
Priority, Clearer calls and enhanced features like spam call protection, voicemail and 3 Way Calling.

**Do I really need an engineer visit?**  
BT offers free engineer visits for anyone needing extra support. You just need to book or confirm the appointment.

**Do I need broadband to keep my phone?**  
No. BT will offer a dedicated landline service. You'll continue to use it in the same way you do today.

For more information, visit [bt.com/connected-together](https://bt.com/connected-together)

## Purpose:

To reach and activate the support system of our hard to reach elderly and vulnerable customers: their friends, family and support networks.

## Approach

We're collaborating with 4x partners and 3x social media creators to build authentic stories and empower audiences to take action.

## Campaign Messaging:

Provide accurate reassuring information about the switch, addressing myths and misconceptions head on.

## Creator and Partner Content

Shared exclusively on Instagram via Reels and Stories. Partner organisations have a customisable content toolkit for distribution on their own channels.

## Connected Together Website and Conversation Starter Pack

Helping family and friends make the switch to Digital Voice, including registering via webform for extra support.

# Engaging with the support network of vulnerable customers – Connected Together

3x Instagram Social Media Content Creators  
Combined following of over 1M followers

4x Partner Organisations and Charities



[James B](#)  
([@makemeaoffer](#))



[@Hemah\\_K](#)



[@Beau The Beard](#)



Get Involved: Support the Connected Together Campaign

Share and direct others to BT's  
Connected Together website  
[www.bt.com/connected-together](http://www.bt.com/connected-together)

Download and share the Conversation  
Starter Pack on the website  
Help spark meaningful conversations by  
sharing the pack with your networks.

Spread the word  
Use your channels to amplify the  
message and encourage others  
to get involved.

# Digital Voice Engagement across communities



British Muslim College



## Community Engagement

- 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
- Utilising Internal BT People Networks to support



全面變革!  
BT資訊會與會後運動活動

日期和時間: 5月2日星期四, 上午11點至下午1:15

BT Voice - 英國有線電話網絡的終結

擁有著100年歷史的有線電話網絡將於今年晚些時候或2025年初被淘汰。所有電話將被轉換至數字網絡。您的電話服務提供者將會給您郵寄一個新的盒子, 並附上相關的連接指南。BT將會解釋他們的BT Voice 切換計劃, 並如何操作設備並回答您的問題。這次的課程將會對以下人群非常有助益:

- 使用醫療警報器或醫療警報訓練的人群
- 老年人或有其他額外需求的人群
- 只有固定電話的人
- 支持這些群體的照料者
- 此次會議將以英語進行, 並配有粵語口譯。

謝謝你, 再見Terry!

他工作了多年之後, Terry 將要離開伯明翰社區協會, 開始一份新的工作。Terry 曾與CCC-B 主持過很多數據課程。請大家來參加他的最後一次社區活動。



A guide to Digital Voice  
Digital Voice is BT's new home phone service, powered by your broadband connection.



theWI  
INSPIRING WOMEN



Cymunedau Digidol Cymru  
Hyder Digidol, Iechyd a Lles

Digital Communities Wales  
Digital Confidence, Health and Well-being



# Digital Voice engagement across communities



- Digital Voice Translation into **8 languages**
- Punjabi, Hindi, Urdu, Polish, Romanian, Italian, Greek, and Turkish
- Raising awareness across various ethnic minority radio stations.

Colourful Radio  
Kemet Nottingham  
New Style Birmingham  
Nomad Radio  
Premier Gospel  
Sunrise Radio National  
Ujima Radio Bristol  
Westside Radio  
Asian Sound Radio  
Asian Star  
Crescent Radio  
Romanian Radio  
London Turkish Radio  
Bro Radio

Faza  
Fever FM  
Inspire FM  
Link FM  
Lyca Gold  
Lyca Radio  
Panjab Radio  
Radio Mac  
Radio XL  
Sabras Radio  
Sanksar Radio  
London Greek Radio  
London ONE Radio  
PRL Polish Radio London

# 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 and communities you serve who need additional help to contact our customer services team. They can do this by phone (**0800 1234 150**) or register online via webform [www.bt.com/connected-together](http://www.bt.com/connected-together)



## 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.

- [www.bt.com/connected-together](http://www.bt.com/connected-together)
- [Digital Voice | Digital Home Phone | BT](#)



# 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](#)

