

Your response

Question	Your response
<p>Question 1: Do you agree with the proposal to make a general condition to protect end-users' interests requiring all providers to participate in trials of customer engagement remedies, as directed by Ofcom?</p>	<p>TalkTalk agrees that field trials can be a useful mechanism for assessing the effectiveness of possible regulatory remedies. However we believe that Ofcom should rely on industry to produce a voluntary code of practice rather than imposing a formal regulatory obligation. There are many examples where providers have made voluntary commitments in lieu of formal regulation even when these commitments would impact on providers' revenue. Examples include the industry automatic compensation scheme, broadband speed codes and also the recent pricing commitments made by providers. Ofcom should not reach for formal regulation as a matter of first choice but should first properly evaluate the possibility of voluntary commitments in specific discussions with providers. So far Ofcom has not done so on this occasion and we would urge Ofcom to put on hold the plans for formal regulation to allow for industry discussions to take place.</p>
<p>Question 2: Do you agree with our proposed approach for determining whether it is appropriate to conduct a trial in future cases?</p>	<p>The proposed approach is reasonable assuming that each case is assessed carefully on its merits bearing in mind the principles of proportionality and necessity, particularly the impact on a provider's resources.</p>
<p>Question 3: Do you agree with the proposed criteria for selecting which provider(S) we would direct to take part in a trial?</p>	<p>The proposed criteria seem reasonable.</p>
<p>Question 4: Do you have any comments on our assessment and provisional conclusions set out in Section 5?</p>	<p>Please refer to our response to Question 1.</p>
<p>Question 5: Do you have any comments on the draft condition set out in Annex 5 to this document?</p>	<p>Please refer to our response to Question 1.</p>
<p>Question 6: Do you have any other comments on our proposals?</p>	<p>Please refer to our response to Question 1.</p>