

NON-CONFIDENTIAL VERSION



20 November 2019

Dear Sir/Madam,

Treating vulnerable customers fairly – a proposed Ofcom guide for phone, broadband and pay-TV providers

It is very important that providers identify and recognise the needs of vulnerable customers. As a supporter of Ofcom's fairness commitments launched in June 2019, TalkTalk welcomes the proposed guide to treating customers fairly and is grateful for the opportunity to comment on the document before it is published in a final format.

Ofcom will be aware that TalkTalk has made significant progress in the last two years to address the needs of vulnerable customers who take telephony, broadband and pay-TV from us.

[redacted for confidentiality]

By way of conclusion, we welcome Ofcom's draft guide which provides a series of additional steps and considerations that a provider could consider in addressing the needs of vulnerable customers. TalkTalk has participated in the workshops organised by Ofcom and provided further feedback in bilateral meetings. The draft guidance reflects the outcome of these discussions.

As set out above, TalkTalk has implemented a raft of measures in the last couple of years to improve quite significantly how we identify and address the needs of vulnerable customers. We recognise that further work will be necessary to address the various areas set out in the draft guidance. Indeed, TalkTalk has committed to strengthen its ability to recognise and support vulnerable customers registered on our system. This will not happen overnight, however, we are committed to working on a host of things to make it happen.

We will work to strengthen our staff's training and experience in identifying vulnerable customers. We will look to ensure that new customers are aware of the help, support and services that are available to those who might potentially need them. We will also continue to work with consumer groups and charities as well as other industry sectors to better understand the needs of different of different groups of vulnerable customers.

We would therefore encourage Ofcom to continue working closely with providers recognising that it could take a significant time to make these additional improvements to the experience of vulnerable customers.

Please do not hesitate to contact us should you have any questions regarding the above responses.

Yours faithfully,

[redacted for confidentiality]