



Non-Confidential Version

Consultation: Quick, Easy and Reliable Switching. Statement and Consultation on a New Landline and Broadband Switching Process and Improved Information for Mobile Switching

Twilio's Response to the review by Ofcom

9 November 2021



1. About Twilio

- 1.1 As a leading global Communications Platform as a Service (**CPaaS**) provider, Twilio provides services to more than 235,000 enterprises globally and powers more than 1 trillion interactions between them and their customers every year.
- 1.2 Twilio's software allows customers to communicate with their customers over voice, SMS, messaging, or email thanks to the communications capacity that companies have added into applications across a range of industries, from financial services and retail to healthcare and non-profits.
- 1.3 For instance, Twilio powers the communications for New York City's contact tracing initiative. The services enable city authorities to communicate with COVID-19 patients, educate them on the virus, and identify their close contacts through self-reporting. The platform also provides messaging-based alerts using Twilio Voice, SMS, email or WhatsApp that prompt patients to fill out secure surveys on their symptoms.
- 1.4 In the United Kingdom Twilio powers a number of major businesses' contact centres and IVR and phone conferencing services.
- 1.5 Many of Twilio's customers are also small and medium-sized enterprises and Twilio's non-profit arm, Twilio.org, supports charitable organizations to deliver their communications needs.

2. Executive Summary

- 2.1 Twilio welcomes the opportunity to provide feedback on Ofcom's consultation on the General Conditions to be adopted to introduce a one touch broadband and landline switching process for residential customers.
- 2.2 Twilio in this response suggests a number of alternative amendments to the proposed wording of the General Conditions to in its view ensure that Ofcom's objective of capturing fixed landline and broadband services for residential customers at a fixed location is adequately captured without accidentally capturing other services.
- 2.3 Twilio also takes this opportunity to express its concerns that as the process to support the OneTouch Switch system is developed by industry there must be at least monthly detailed updates about the progress of those discussions published on Ofcom's website. This is required to ensure that the process is not designed in such a way that it becomes inevitable as Gamma has suggested in its response to the previous consultation that providers of services to businesses are drawn into the system or because the system grows to encompass ports as well.
- 2.4 Whilst Twilio notes the current reporting released by the OTA2 on technical matters being discussed by industry it suggests that this reporting is not currently detailed enough to enable those providers who are outside the discussion to understand what is



happening and the potential impact on them as the process for the One Touch Switch is developed by industry.

- 2.5 Please do not hesitate to refer any questions or remarks that may arise as a result of our comments to:

Twilio Ireland Limited
Address: 25-28 North Wall Quay, Dublin 1 Ireland
Attention: Twilio Global Regulatory Affairs
Email: regulatory-notices@twilio.com

3. Twilio's Comments

Q1. Do you agree with our proposed new GCS to implement the One Touch Switch process?

- 3.1 Twilio notes that at paragraph 7.16 of the consultation Ofcom indicates that “services that are delivered to a fixed location, including those delivered via mobile broadband, fixed wireless and satellite technologies would be in scope of the One Touch Switch Rules”. At paragraph 7.17 the consultation says “the proposed scope of the One Touch Switch Rules will ensure that any residential customer that switches a IAS or NBICS or both will be able to make use a regulated switching process to do so.”(sic).
- 3.2 In paragraph 7.24 Ofcom says “we propose that the One Touch Switch Rules should apply to providers when “switching a customer’s fixed voice and broadband service at the same location and at the request of the customer. Circumstances in which a customer switches provider and changes location at the same time are covered by the home move requirements.”
- 3.3 The One Touch Switch process is covered in proposed GC7.18 to GC7.27. The homemove process is covered in GGs 7.28 to GC 7.29. Twilio notes that there is a clear disconnect between the services that are covered in paragraphs GC7.18 to GC 7.27 and those covered in GC7.28 to GC7.29.
- 3.4 Regulated providers caught by the provisions in GC7.18 to GC7.27 are those providing Fixed Communications Services which are defined as “an Internet Access Service and/or a Number-based Interpersonal Communications Service which is provided at a fixed location;” In turn Number-based Interpersonal Communications Service’ means an Interpersonal Communications Service made available to the public which: (a) connects with publicly assigned numbering resources, namely, a number or numbers in a national or international numbering plan; or (b) enables communication with a number or numbers in a national or international numbering plan;



- 3.5 The One Touch Switch process applies to Fixed Switching Customers when a Communications Provider Migration takes place involving such services at the same location. Fixed Switching Customer' means a Subscriber (of either the Gaining Provider or the Losing Provider) who is a Consumer who has requested, is requesting or considers requesting a Communications Provider Migration for the purposes of Conditions C7.18 to C7.27. Consumer' means any natural person who uses or requests a Public Electronic Communications Service or Bundle for purposes which are outside his or her trade, business, craft or profession
- 3.6 Communications Provider Migration' means a process by which a Switching Customer transfers from a Public Electronic Communications Service supplied by one Communications Provider to a Public Electronic Communications Service provided by another Communications Provider, including activation of the service by the new provider. Where the Switching Customer has requested to retain their Telephone Number(s), the Communications Provider Migration includes the Porting Process;
- 3.7 In contrast the home move process in GC7.28 -GC7.29 only applies to residential customers who are changing the provider of their Fixed Line Telecommunications and DSL Broadband Services. The definition of Fixed Line Telecommunications services is Fixed-line Telecommunications Service' means Narrowband calls and lines services that allow for the transfer of speech communications, and other forms of communications such as facsimile and data;
- 3.8 Twilio suggests that the element of the "line" that is included in the definition of Fixed Line Telecommunications service is important. It is clear that Ofcom's focus is on landline or broadband services provided to residential customers. However, the use of the broad phrase "Number based interpersonal communications services" could capture over the top service where no access is provided by the provider in question and Twilio does not believe that this is the intention.
- 3.9 Twilio, therefore, suggest that the definition of Fixed Communications Service should be amended to include the necessary element of access at the fixed location as part of the requirements. One possible definition would be to amend that definition to read "An Internet Access Service and/or a Number-based Interpersonal Communications Service which is provided along with a provided access mechanism at a fixed location". An alternative definition would be to retain the reference to Internet Access Service but to replace Number Based Interpersonal Communications Services with a reference to "Fixed line telecommunications service to read "calls and access services provided at a fixed location that allow for the transfer of speech communications and other forms of communications such as facsimile and data at a fixed service.



Question 2 Do you agree with our proposed amendments to the Auto Switch GCs.

- 3.3 Twilio has no comments on the proposed amendments to the Auto Switch GCs.

Question 3. Do you have any other comments on our proposals?

- 3.4 Twilio notes that while the outlines of the One Touch Switching process have been outlined by Ofcom, the bulk of the work in designing the detailed implementation of the process will need to be done by industry. Twilio also notes that a number of providers have expressed concerns in the earlier consultation about the likelihood that business providers may be inevitably drawn into scope of the One Touch Switching process as it develops. Similarly, Twilio notes that Ofcom also mentions that “Nevertheless, it is important that the industry takes into account the interactions between switching and porting, and between these two linked areas of work and other related industry developments including any further consideration of a common numbering database (as mentioned by FCS) and work on scams.”
- 3.5 As a provider of services to developers (non consumers) that are provided independent of access at a fixed location, Twilio is not currently caught by the process but it is concerned that as the process develops in the industry discussions, decisions may be made that would inadvertently capture it either because the process will be designed in such a way that it is inevitable that business providers will need to participate in it or because it will end up encompassing elements of the porting process. Twilio suggests therefore that Ofcom should ensure that monthly updates of the progress of these discussions over and above the brief details that are currently being released in the OTA2 reports are made available on Ofcom’s website. This will enable those providers who are not participating directly in the discussions to understand the impact of the industry discussions on their business models.