

## Your response

Question	Your response
<p><b>Do you have any comments on our proposals?</b></p>	<p>There are many good plans within this document of which we are very supportive but we do feel there are some oversights which we would like to draw your attention to in this response.</p> <p><b>Business Champion</b> Through our membership of CCUK and FCS we have expressed our support for a business champion within Ofcom. With so little consideration for the business market, and the unique value chain that sits behind that, we feel it would be of great benefit to industry if we were all properly represented during policy discussions. This need has been particularly evident during the ongoing work on Gaining Party Led switching which has seen the business community become an after-thought.</p> <p><b>Common numbering database</b> We are pleased to see a brief mention of the potential for a CND under 'administering the UK numbering system' but are disappointed that this doesn't feature more heavily when you consider the wide ranging potential benefits this project could bring to a number of areas.</p> <p>The work the NICC are doing is proving that there are a variety of use cases to support the introduction of a CDB, including number management, portability and of course caller ID authentication.</p> <p>We note that Ofcom did set out a vision for such a solution (by mid-2022) in the consultation document 'Promoting Trust in Telephone Numbers' which since appears to have dropped off the radar. It is our view that with such potential to benefit a number of stakeholders this should be a high priority in the plan of work.</p> <p><b>Number portability</b> We are once again disappointed to see no specific mention of this topic which remains a thorn in the side of the business focussed service provider. Our current hope is that the pressure on a CDB to help reduce scam calls will have the knock-on impact of creating a new porting environment.</p> <p><b>IP Migration/PSTN Switch off</b> We continue to have concerns about the lack of national awareness of the changes in our industry. We welcome the recent website updates from Ofcom and Government, and many large service providers are doing their bit to spread the message. However, such a significant change that has the potential to cause serious negative</p>

impact on the most vulnerable people and/or the most relied up on services deserves much greater publicity and joined up thinking.

Our experience to date is that consumers either believe they are being unnecessarily upsold to or they have very little engagement with the messaging at all – they certainly don't proactively search for the webpages recently developed.

Formal and neutral messaging will greatly assist with showcasing the necessity for change as well as the benefits for migration.

Please complete this form in full and return to [planofwork@ofcom.org.uk](mailto:planofwork@ofcom.org.uk).