

Your response

Question	Your response
<p>Question 1: Do you agree with our proposed approach to designating a Universal Service Provider?</p>	<p>Confidential? – N</p> <p>Bulb Technologies agrees on Ofcom’s approach to designating the Universal Service Provider and the criteria the USO should follow in order to be designated. More specifically, we agree the following criteria should be key for the USO to have:</p> <ul style="list-style-type: none"> • <i>the quality of service that would be provided to USO premises;</i> • <i>the prices applicants would offer to USO premises in order to be satisfied that the service is affordable;</i> • <i>the complaint handling process that would apply to USO premises;</i> <p>The Universal Service Provider has the mission to provide a universal quality of experience to all its customers. Customer experience is not limited to speed, it is something more “universal”, which includes many different criteria, and is comprised of the following:</p> <ul style="list-style-type: none"> - The quality of the connection: Today, customers expect their service to be running 24/7, which means the USO should ensure it provides a permanent service so users can access the internet / fixed line etc. whenever they need to, without any “drop outs” or interruptions during their use, even if the level of latency is slower than in major cities. Alternatively, the service provider could suggest different levels of quality of service in the remote areas which could be reflected through different “pricing packages” that the customer could choose from, depending on their needs. - The response of the operator to network issues: the USO should react quickly, effectively and cost-effectively. In case of an issue on the network, the USO should be capable of

identifying and solving the problem quickly and remotely. To be economically viable universal service obligations must be supported without the need for 'truck rolls' to remote locations

- **The operator's relationship with its customers:** even if they are based in a remote area, the USO customers should feel as important as others (living in the cities) and feel "loved" by their service provider. Issues should not be fixed more quickly in London than in the Lake District and the level of service should be the same. It is key to ensure that the USO will deploy the tools that will enable their customers in remote areas to reach out to them whenever they need, and from any preferred platform or device and get an immediate response.

In order to be eligible to become an USO, an USP must, at a minimum, have a strong commitment to customer service and have an infrastructure that enables a consistent and *universal* experience for all their customers, wherever they may be located.