

AOT Migrations Process								
Ref	Required Principles (from Consumer event – 5 th Oct'09 hosted by Ofcom)	CP - weakness Scores		Major Weaknesses (W) & Contributing Factors (CF)	Actions for Improvement			
		Total	With evidence		Ref	Description	Owner (s)	Timescales
7	where problems occur, the need for consumers to be quickly restored to where they want to be;	4x	Fact	<u>W4 – No Emergency Restoration Process</u>	7	Establish Emergency Restoration Process -Develop & establish new 'Emergency Restoration' process - Potential to create virtual network of back-office expert teams so CPs can collaborate in the event of requiring rapid service restoration -OTA leading industry-wide initiative	OTA OR SPs	tbc
8	the need for a quick and reliable process;	2x	Fact	<u>W5 – AOT process is not quick and can be unreliable</u> CF5/1 – Erroneous Migrations CF5/2 – 10 day cooling off period	8	Erroneous Transfers due to address errors - OR to resolve all 'Address Data integrity' issues (e.g. fool's gold issue) to mitigate the real risk of 'migration' orders being directed at the wrong address. -This issue is particularly acute when the existing service is 'MPF-based' as it requires the Gaining CP to use 'address-matching' tool to confirm correct line to be migrated.	OR	Dec 2010
9	continuity of service;	2x	Fact	<u>W6- Loss of Service</u> CF6/1 – Consumer not informed that they may lose their broadband for a few days	2 as above	GC 24.7-24.8 - Post -sales info – content..... -Review & update 'industry-agreed' Letters process such that Consumers are better informed regarding potential disruption to service -MPB to lead	MPB SPs	Oct 2010
10	that the process should be able to map across different sales channels; (e.g. Telesales, Website, etc)							
11	• the ability for consumers to be able to transfer more than one service at a time;	3x	Fact	<u>W7- Inconsistent consumer experience when switching BB (i.e. on its own vs part of bundle)</u> CF7/1- Additional need for a MAC		Consumer confusion -Requires Policy decision – Strategic Migrations Review		
12	the need for a cost-efficient solution.	3x	1x	<u>W8- Costly process</u> CF8/1 - Significant and increasing Postal charges.				