

TOTSCo Bulletin No 98

Date: 12 September 2025

Subject: Marking the One Year Anniversary of One Touch Switch

Today marks one year since One Touch Switch (OTS) went live — and in that time, more than 1.6 million customers have successfully switched their broadband or landline provider.

That's a remarkable milestone and a testament to the hard work and collaboration across the industry. From the largest Communication Providers to the smallest alternative networks, alongside Managed Access Providers, the OTA2, and our technical partner Tech Mahindra, everyone has played a part in making it possible.

TOTSCo, founded by the industry to deliver the OTS process, provides the Hub at the heart of switching and facilitates industry collaboration to keep improving OTS.

In [Ofcom's press release](#) issued today, Cristina Luna Esteban, Ofcom's Telecoms Policy Director for Networks and Communications, said:

"It's never been simpler to switch, so we're pleased that millions of customers have taken advantage of One Touch Switch in the last year and got themselves a new deal."

OTS is now being used by 343 brands across the UK, day in, day out, helping customers switch with confidence.

One year on, here are some key stats:

- 1.625 million customers have successfully switched
- 22 million messages have been processed through the hub
- The hub has consistently met its SLA and latency targets

Looking ahead, we expect on current trends that annualised switching volumes will reach over **1.8 million** by the end of the year.

Paul Bradbury, CEO of TOTSCo, said:

"One year since launch, industry can reflect on a strong first year. Rising switch volumes show the process is bedding in well and becoming part of the landscape. Through the Operations Forum, Industry Process Group, industry bodies, direct engagement with users, and always operating within our governance framework, we will keep working with industry to refine and improve OTS so it remains strong, reliable, and trusted"

Delivering OTS was a major achievement — but with any program of this scale, launch is just the start. The priority now is to keep refining and improving so that the customer experience gets better over time. That's why we are refreshing the **OTS Operations Forum** ([see Bulletin 97](#)) which provides a space for cross-industry discussion and collaboration, ensuring OTS remains strong, reliable, and ready for the future.

As we mark this first anniversary, OTS has already made switching simpler and more accessible for over a million and a half consumers. With your continued collaboration, we will build on this success and use that experience as the foundation for delivering business switching in the future.

TOTSCo
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