

One Touch Switch Operations Forum

Meeting #28 Summary

Date	12 February 2026
Time	13:30–15:00 (1h 30m)
Location	TEAMS online meeting
Chairperson	Mark Warrene (TOTSCo)
Members Present (9)	Alison Strand (Zentive) Daniel Beyzade (Squirrell) Deepak Awasthi (Vodafone) Mark Delo (Now YoYo) Melanie Buckley (VMO2) Stephen Macdonald-Gay (Trooli) Suzanne Hill (TOTSCo) Tom Merritt (TOTSCo)
Members Absent (8)	Chetna Arora (Go Fibre) Gavin Thomson (Sky) Jimmy Lad (Talk Talk) John MacKinnon (Sky) Marcel Horst (CWP) Matt McKune (KCOM) Oliver Longland (VMO2) Rob Patterson (BT, EE & Plusnet)
Left (1)	Laurie Weston (TalkTalk – confirmed left the business)

AGENDA ITEMS

- **Introduction and Welcome**
 - Reconfirm prioritisation of activity
 - Any new feedback around operational issues for consideration
- **Action Log**
 - Review open actions
- **Current Discussion Topics**
 - CP-TO-CP Tool – Review draft proposal, gather feedback. Sign off for progress to change
- **AOB**

ACTIONS AGREED (NEW/UPDATED)

#	Owner	Action	Status
23/2	TM	Draft best practice comms regarding Directory Download	Ongoing
28/1	S.H.	Revise proposal: problem statement; default & multi-purpose contacts; SLA guidance; templates; escalation model	Open – Target 26/2/26
28/2	TOTSCo (M.W., T.M.)	Define non-response tracking and escalation reporting; include in proposal pack	Open – After proposal circulation
28/3	All CPs	Review revised proposal and submit written feedback	Open – Before next forum
28/4	TOTSCo	Assess feasibility and plan for Business Switching trial (directory contacts)	Open – Target: Mar 2026

SUMMARY

- Proposal to shift CP-TO-CP communications to a directory-based email model to improve usability and adoption.
- Low CP-TO-CP adoption and limited governance value were noted; much comms already occurs outside the tool.
- Agreement to include guidance, SLA expectations (e.g., 24–48h), escalation route, and email templates.
- Large CPs seek clearer articulation of the problem statement and benefits before committing to change; change impact is non-trivial.
- MAPs request multiple purpose-based contact emails (billing/tech/orders), while keeping a default inbox.
- Smaller CP needs: simplicity, clear subjects/templates, avoid over-complex contact lists; ensure contacts are OTS aware.
- Potential to trial in Business Switching first, then backport to OTS if successful.

MINUTES

Opening Remarks

- Agenda set, operational feedback, open actions, CP-TO-CP proposal discussion.
- Note on membership changes and small attendance; focus on feedback for the circulated proposal.

CP-TO-CP Tool Review

- Adoption low (~93 brands registered; ~51 have ever sent messages).
- Limitations: no visibility of content (only categories), single access per brand, no bulk requests, clunky UX.
- Governance limited, central visibility minimal.

Proposal – Directory Email Model

- Objective: improve communication method first, then address underlying causes.
- Add default + optional purpose-based contacts in the directory/API.
- TOTSCo to act as escalation point and track non-responsive CPs.
- Publish guidance: SLA expectations (24–48h), subject conventions, email templates.

Perspectives

- TOTSCo: fix comms mechanism first; monitoring & improvement (not regulatory).
- Large CPs: main pain is timeliness/accountability, not contact discovery; require clear value case.
- MAPs: need multiple inboxes by purpose; align with MAP-led operations; small CPs may only have one mailbox.
- Medium/Smaller CPs: keep it simple; ensure OTS-aware recipients; avoid too many contact points.

Business Switching Alignment

- Trial directory-email model in Business Switching; backport to OTS if value proven.

Next Steps

- S.H. to revise proposal to include problem statement, multi-contact approach, SLAs, templates, and escalation model.
- Participants to review and provide feedback prior to next forum.
- TOTSCo to outline feasibility/timeline for Business Switching trial.

COMPARATIVE PERSPECTIVES ON CP-TO-CP COMMUNICATIONS

Stakeholder	Core Position	Key Requirements / Concerns	Implications for Design
TOTSCo	Fix comms mechanism first (directory emails), then address root causes	Low adoption of CP-TO-CP; limited governance; need SLAs, escalation; change via formal governance	Add default + optional contacts; tracking of non-responses; templates & guidance; optional business-first trial
Large CPs	Main issue is response timeliness/accountability, not contact discovery	Need clear problem statement, benefits, minimal operational disruption; risk of lost visibility if tool retired	Include SLA targets, escalation, measurable outcomes; ensure value case; avoid over-engineering
MAPs	Require multiple purpose-based contacts (billing/tech/orders)	Must route to correct function; small CPs may have single mailbox	Support default + optional purpose contacts; keep compatibility with simple setups
Medium/Smaller CPs	Support directory model with simplicity and clarity	Prefer few contacts; OTS-aware recipients; clear subjects/templates; accountability	Provide recommended subjects/templates; define response guidance; avoid excessive contact proliferation

NOTES & KEY TAKEAWAYS

- Consensus: make CP-to-CP communications easier, quicker and accountable.
- Guidance & SLAs are essential; TOTSCo to maintain an escalation/non-response log.
- Design should support both simplicity (single inbox) and MAP complexity (multiple purpose addresses).
- Consider Business Switching as a pilot environment before OTS rollout.