TOTSCo

TOTSCo Bulletin No 104
Date: 12 March 2026
Subject: TOTSCo One Touch Switch Monitoring & Improvement Activities – Consultation

We are writing to share our proposed Monitoring & Improvement ("M&I") activities for the One Touch Switch (OTS) process and to invite your feedback. Your views will be considered by the TOTSCo Board before we finalise our plans.

Background:

OTS has been in place for 18 months now and we believe it is working well for consumers and providers. However, as OTS continues to mature, we believe there are still opportunities for improvement. We believe there is a role for TOTSCo to assist providers in the strengthening of their operational OTS performance.

As the body established by industry to deliver OTS and as the custodian of the process, we believe we have a role in engaging with providers, facilitating collaboration, and driving forward improvements where issues arise or where the process is not operating as efficiently as it should. This will help deliver a high-quality switching experience for customers. It is consistent with the expectations Ofcom outlined at Connected Britain in September last year.

More recently, the Department of Science, Innovation and Technology published its Consumer Charter, a voluntary industry commitment that builds on existing regulatory requirements. The Charter aims to improve the telecoms customer experience and includes commitments related to One Touch Switching:

'All providers will continue to make it easy for customers to switch by ensuring that One Touch Switching, Text-to-Switch and related processes remain quick, simple and seamless and by supporting continued improvements in how these processes operate for consumers.'

Six major providers have signed up to the Charter.

Areas of Focus:

We have identified several areas which could lead to a poor switching experience and/or consumer harm where we believe TOTSCo can help providers improve:

a. ***Hub match success rate:*** While performance has improved over time, industry observations suggest further improvement may be possible.

b. ***Failed messages:*** A small proportion of messages accepted by the Hub are not successfully delivered because they either time our or are rejected by the recipient. Although low in volume, these can result in manual intervention and operational inefficiencies.

c. ***Switch order trigger request messages that do not receive a response:*** In some cases, a lack of response to a switch trigger may delay service cessation and, in certain circumstances, could result in customers being billed for both old and new services.

d. ***Lack of responsiveness from a communications provider when issues are raised with them:*** Slow or non-responsiveness of providers means that issues may persist for longer.

There are also other switching-related issues where we believe responsibility for monitoring and driving improvements sits with parties other than TOTSCo, and where we are not proposing to take any additional action. These include:

- Leakage - Providers are offering non-OTS switching journeys where a successful match cannot be obtained.
- Non-participation – Providers are not on the live directory and are therefore unable to offer OTS journeys.
- Quality and timeliness of switching information.
- Quality of contractual information.

Proposed Approach:
In response, we propose to take the following approach for TOTSCo's areas of focus:

1. Improve and expand TOTSCo current performance and monitoring information
We will enhance the information we currently publish under 'Residential Trends and Insights' on our website and share more detail on M&I activities at our monthly Stakeholder Forum.

Additional information we intend to publish includes:
- Greater visibility of variation in match success rate e.g. anonymised top and bottom performers, quartiles, highest observed match success rate, and trend information.
- Exploration of a "customer" or "session" match rate, to better reflect the customer switching experience. As this data is held by providers, we will seek views on whether anonymised data could be shared.

2. Support individual providers
- Continue direct engagement with providers.
- Introduce Service Review Meetings to discuss performance and share best practice.
- Facilitate bilateral meetings with highest volume providers to improve the corresponding bilateral match-success rates.

3. Make a provider-specific report available

We will develop a monthly provider-specific report enabling providers to:
- Compare their gaining and losing match success rates against industry benchmarks
- Track trends over time
- Review failed messages and non-response metrics and compare against industry benchmarks.

4. Assess industry interest in outage notification approach

We also welcome industry views on outage notifications. The outage calendar is currently used by providers to report planned outages. We are keen to understand whether there are circumstances in which TOTSCo should proactively publish information about any unnotified outage of a provider's

OTS messaging system, e.g. where an outage exceeds a certain duration and/or where providers are unresponsive to TOTSCo's requests for information.

We are confident that the proposed activities can be delivered within the costs outlined in our [recently circulated proposed budget](). However, this may change if the scope of our activities expands significantly.

Next steps:
We welcome the views of all stakeholders on any aspect of this consultation. You may wish to consider the following questions:
- Do you agree that there need to be improvements to providers' implementations of OTS to improve the switching experience for consumers?
- Do you agree with the suggested scope of TOTSCo's involvement in monitoring and improvement? If not, what do you think industry should do to drive further improvements?
- Do you agree with the issues we have identified where TOTSCo can make a meaningful impact?
- Do you consider that we have identified the right activities to address these issues?
- Do you have any views on an approach for outage notifications?

Please contact enquiries@totsco.org.uk with "M&I" as the subject by 7 April 2026. All responses are non-confidential and will be published when we issue the response.

TOTSCo
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