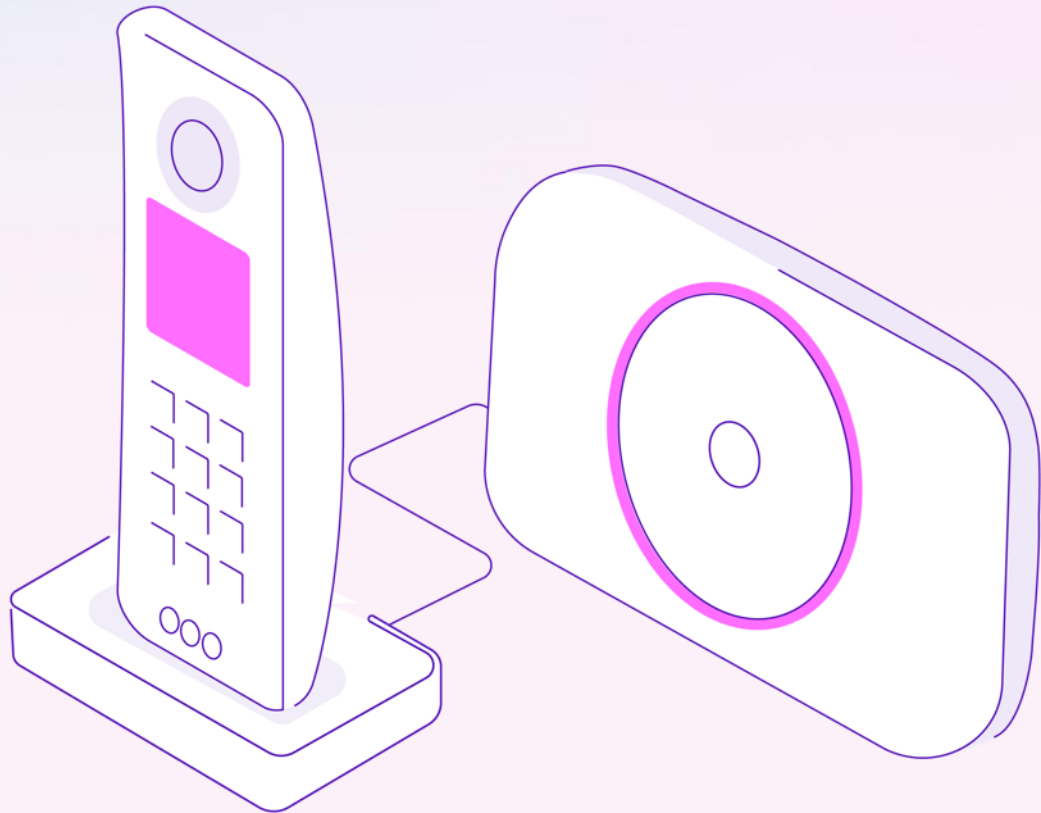




BT

Digital Voice

The digital home phone
switch over



The UK's landlines are going digital

Digital Voice is the name of our new home phone service.

Digital calls are made over our broadband network, rather than the old analogue network, which has been around for more than 40 years.

We have until the end of January 2027 to move all of our customers to a digital service

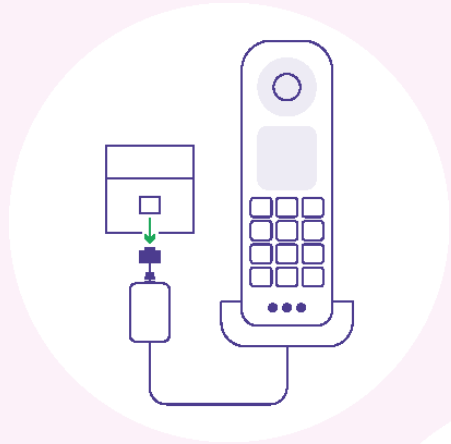
[Introduction to Digital Voice](#)

The analogue network is fast becoming obsolete

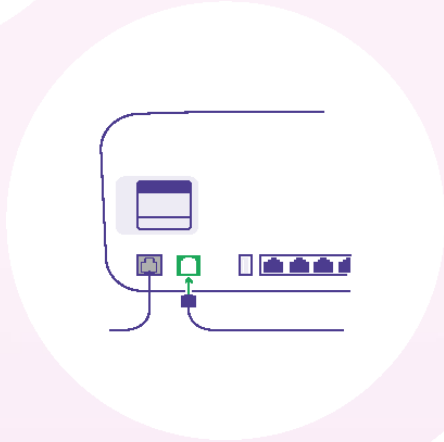
It's increasingly unreliable, energy hungry and can't give our customers the world-class service we want to provide. Switching to Digital Voice will give them clearer call quality, and help prevent the vast majority of scam calls.



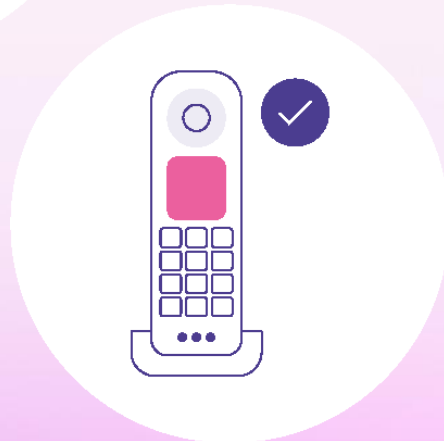
Step 1



Step 2



Step 3



**The good news is,
the landline isn't
going away.**

It's just being upgraded. For most customers, the upgrade will be as simple as connecting your home phone handset to a router rather than the phone socket on the wall.

We've listened to what's important to keep the same...



Keep the same number, minimising impact on the customer.

*Remember to include the area dialling code.



Move to Digital Voice for the same price.



99% of phones will work on the Digital Voice platform so you can keep the same phones you're used to.

...but that doesn't mean we can't offer an enhanced service



Enhanced scam protect features, protecting customers from fraud.



Crystal clear call quality, when talking to others on Digital Voice.



3-way calling, connecting people with multiple family members or friends.

We give you more options with your home phone than any other network



If it's time for a new phone we've got you covered with our Digital Home Phone



Corded or cordless...BT or any other brand, your phone will do all it does today...and more



If you want phones around the house, our DV adapters let you still have phones where it works for you

Enhanced scam protection powered by AI

Enhanced Call Protect is provided at no cost to Digital Voice customers

It uses AI to help with detecting and blocking spam and fraud calls, without blocking your important calls

You'll be warned if a call has been reported as a scam or potential fraud before picking up the phone

We're blocking over 17,000 scam calls & identifying more than 180,000 spam calls every day





What happens if there's a power cut?

Digital Voice won't work without power.

We've got a number of options to ensure that if there's a blackout or a customer's broadband fails, they will still be able to make calls, including 999 in an emergency

Here's how we're tackling this issue...

A hybrid home phone using the UK's best mobile network with 87% geographical & 99% population coverage



Hybrid phones with built-in batteries, which switch to mobile network connection when necessary

or

For those in areas with no signal, a battery back up to keep the broadband service running at home



Both free for those with additional needs

Battery back-up units (BBUs). Keep your hub/router on so you can still make Digital voice calls

Our New BBU+ has been designed in collaboration with other providers to deliver a best-in-class solution



- 75% smaller than the existing BBU
- For Full Fibre customers one device will power both your Hub & Modem
- Automatically reserves 25% battery charge by powering down and switching to hibernation mode when in use
- Reserved charge can be manually activated in extended power cuts to allow customers to make an emergency call
- Long life – battery will last 6-10yrs before needing to be replaced

[How to set up a BT Battery Backup Plus \(BSL\)](#)

Expanding our mobile & broadband coverage



- We've built more than 500 brand new 4G sites in rural areas in the last 12 months, and we'll build hundreds more in the next 12 months

- Openreach plan to deliver Ultrafast Full Fibre Broadband to 25 million homes and businesses by 2026.
- As of January 2025, 50% of all UK homes & businesses now have access to fibre to the home



The landline is a lifeline for some customers

Around two million of our customers are more dependent on their home phone line and may feel more anxious about making the switch.



No mobile phone signal



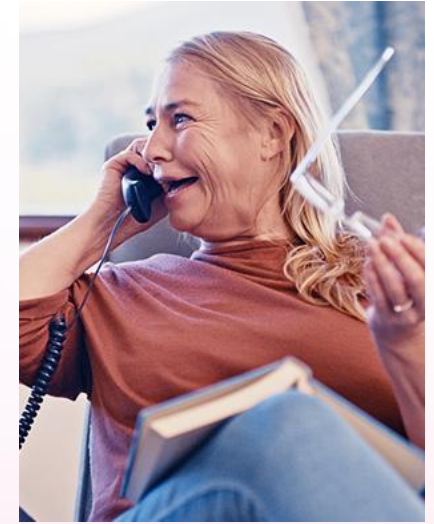
Vulnerable customers with additional needs



Customers with Healthcare pendants or alarms



Elderly customers



Landline-only customers

We're providing additional support to these customers as part of their move to Digital Voice

Landline only customers

Customers who don't have or want broadband will be moved to our new 'dedicated landline service', allowing customers to continue using their landline in the same way as they do today.

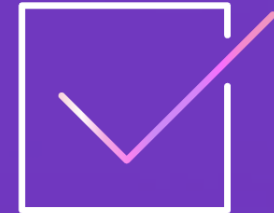
This service will be available from 2025 and will keep customers connected to their existing service until they're able to move over to Digital Voice or an alternative.



Works in a similar way to the analogue technology but still allows BT to switch off the PSTN



New equipment installed at the local telephone exchange means no engineering visit is required and no change at the customer premises

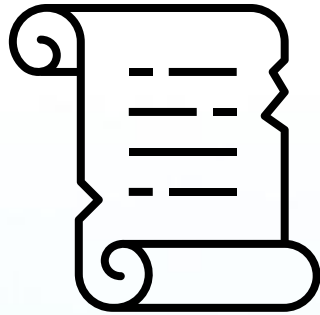


Keep customers without broadband connected until they're able to switch to Digital Voice



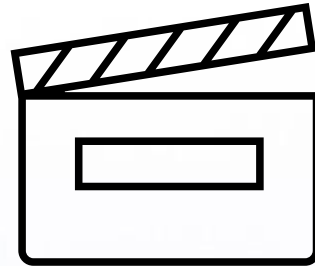
How is the
switchover
happening?

Cross Industry & Government engagement



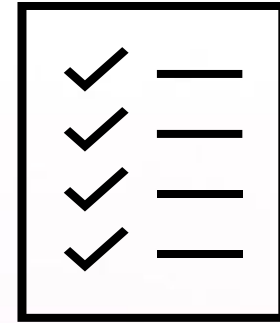
Telecare Charter of Commitments

Specific guidance created by Government on how all providers should support those with telecare



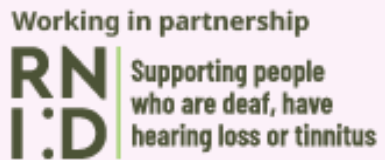
Telecare Action Board (TAB)

Attended by Central Gov, Local Gov, Telecare & Telecoms industries, working together to ensure a consistent response to the Charter



Readiness Checklist

Set of conditions that all Communications Providers must meet before they're allowed to migrate customers "non-voluntarily"



Ensuring our customers are supported through this change is paramount.

We've set up the Digital Voice Advisory Group (DVAG) who guide us on how best to support customers through the transition.

Supporting those with Telecare



Openreach engineers will support customers through the switch from an analogue to a digital landline and will make sure that their telecare device is reconnected and working before leaving the property.



This visit will be free and will include the installation of a free battery back-up unit where required.



If the telecare device doesn't work on Digital Voice, the engineer will switch the customer back to their analogue landline and wait until the customer has a compatible device.



40 Local authorities have signed up for a pilot running right now to test this journey and we're not migrating any other telecare customers known to us until complete.

Raising awareness for telecare customers with a national campaign

We launched a national industry-wide campaign in June 2025, supported by government aiming to reach all telecare users and their loved ones.



Call to Action:

If you have a telecare alarm, you must let your home phone provider know



Launch Date:

2nd June 2025
Across multiple media channels including TV, newspapers, social media, GPs & hospitals



Support:

The campaign will be amplified by many stakeholders including charities, local authorities and community groups using the [Partner Toolkit](#)



[Government Press Release](#)

[BT Group YouTube Video: Do you or someone you know use a telecare alarm?](#)

Telecare Awareness Campaign



Aim: Reach all telecare users and their loved ones, encouraging them to self identify with their landline provider



Media channels: TV, Video on Demand, Digital Display, Social Media, Paid Search, Print, Community Radio, Out of Home (Buses, GPs, Hospitals etc)



The campaign ad has currently delivered 15.3M impressions (97%) and 11,800 clicks on Video on Demand across ITV, Sky, C4, Diversity & Amazon.



YouTube has seen a view through rate of 93.73%, significantly above the 85% benchmark.



The partner toolkit has received 1,928 views since launch.

Press release

Telecare users and their loved ones across the UK urged to speak to telecoms providers ahead of switch to digital landlines

The 2 million vulnerable people who rely on lifesaving telecare alarms to call for help have today been urged to get in touch with their landline providers so companies can provide additional support for them during the switch to digital landlines.

From: Department for Science, Innovation and Technology, Department of Health and Social Care, Sir Chris Bryant MP and Stephen Kinnock MP
Published 2 June 2025

APPG welcomes launch of the national telecare campaign

2nd June 2025

The Digital Communities APPG welcomes the launch of the national telecare campaign, which comes at a critical time as the public switched telephone network (PSTN) becomes even more unreliable and is set to be shut down by 2027.



Helpline supports national telecare campaign with proactive digital upgrade for customers

PUBLISHED: 25 June 2025

Helpline, a trusted provider of telecare and personal alarm services across North Essex, is proud to back the UK's National Telecare Campaign, running from June until the end of August. The campaign urges people who use telecare alarms to act now as landlines across the country are switching from analogue to digital, a change that could affect the reliability of vital alarm services.

Helpline has responded swiftly and proactively. All its systems have already been upgraded to ensure customers remain fully protected during and after the switchover. Every Helpline alarm has been tested by its installation teams to guarantee compatibility with the new digital network.

"We've taken clear action to protect our customers and are proud to support the National Telecare Campaign," said Simon Coward, Managing Director of Amphora, Colchester City Council's wholly owned company, who operate Helpline.

Act now to keep telecare alarms working safely

The digital switching of landlines across the country means that the public switched telephone network (PSTN) will be shut down by 2027.



Published on 28 July 2025 11:17 AM

By January 2027, the analogue technology that has connected homes and businesses throughout the country for decades will be shut down. The network is becoming more



When are we moving customers to digital voice?

Throughout 2024

Zero usage customers

Customers who have not used their landlines (outgoing) for 12 months



From January 2025

Voice engaged, non-vulnerable Customers

These customers will be moved nationally



From Spring 2025

Vulnerable Customers

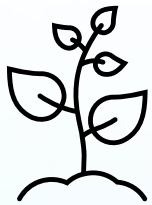
We will start to move all other customer groups including those with additional needs regionally



Approved by UK Government

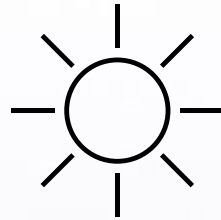
Vulnerable customers will be moved regionally

Moving all customers with additional needs regionally, allows for greater focus and engagement from us, local authorities, charities and community groups in the area



From Spring 2025

East of England
Northern Ireland
Wales
Yorkshire & Humber



From Summer 2025

East Midlands
London
Northeast England
Scotland



From Autumn 2025

Northwest England
Southeast England
Southwest England
West Midlands

The customer's journey when we select them to move

Customers will receive at least 4 weeks' notice before being moved and all communication is physical (letters/postcards)

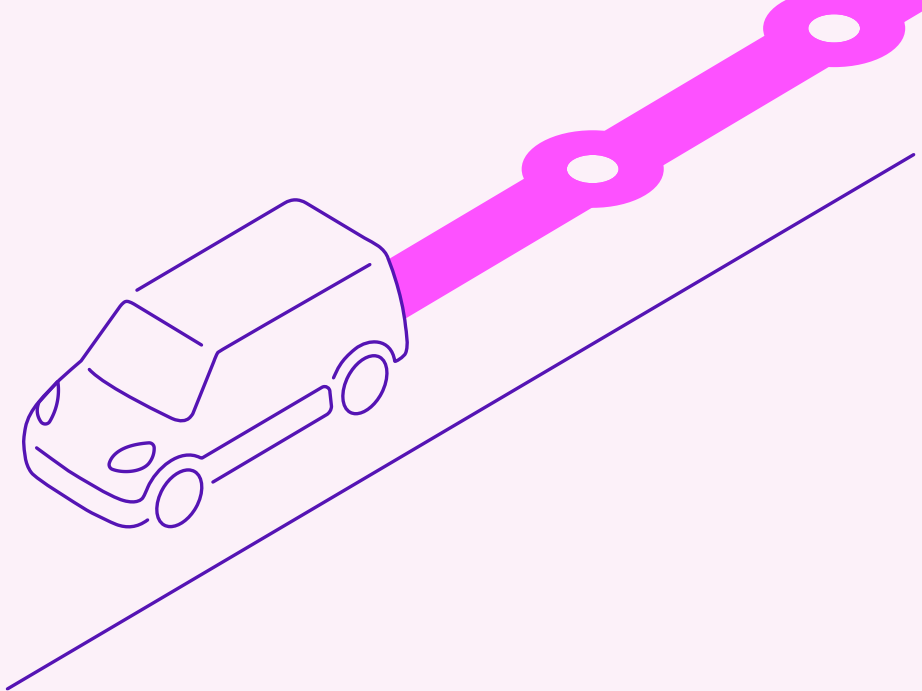
Day 1 – Customer receives notification of switch to DV

Day 28 – We place the order for the customer's switchover and send an activation email

Day 35 – Customer's service switched to DV and confirmation email sent.

Day 3 – Customer receives equipment check notification

Day 33 – Customer receives set-up information postcard and automated phone confirmation.



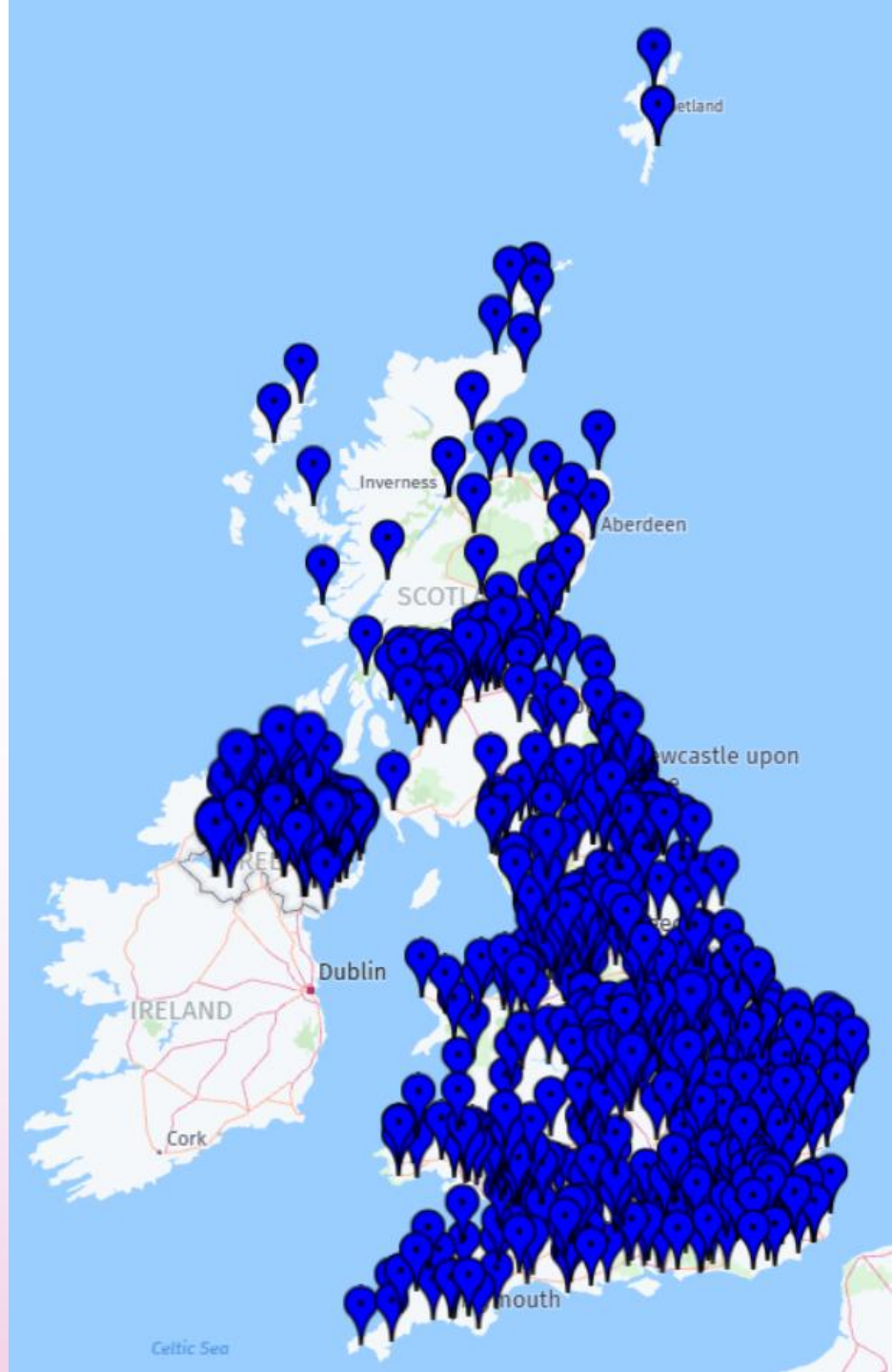
We're raising awareness regionally - as personally as possible

We visited every area of the UK in 2024

- 600 events
- Over 45,000 face to face conversations
- Radio & Press adverts in every region

...and we're not stopping

- We are revisiting every area of the UK again, running an additional 800 events focusing on more rural areas
- Working in partnerships with charities & local organisations
- 250 Events Run by Neighbourhood Watch
- 100 Events in NI by Supporting Communities
- 51 Events in Scotland by NHW Scotland & AbilityNet



BT Digital Voice Engagement Team

We play a central role in **shaping our customer experience**, providing **essential support** throughout this once-in-a-generation change of the UK landline for millions of customers, with the **unwavering support of over 1500 stakeholders, UK wide.**

600,000

Landline customers

personally invited to come and talk to one of our experts about what the switchover means for them



1000

Customer events

events in the heart of communities across the UK, speaking directly to our customers about the switchover, with the team travelling over 45,000 miles



50

Charity partners

worked with over 50 orgs to share informative and reassuring info via some of the most trusted voices

2.5million

Customer communications

the number of communications sent to our landline customers to date, to begin their move to Digital Voice



1500

stakeholders engaged

built relationships with over 1500 stakeholders across central Gov, Local Gov and 3rd Sector to help spread the word

400

Telecare providers

collaborating with nearly 400 providers UK-wide, to ensure the most vulnerable are supported and safeguarded through the switchover



Engaging with the support network of vulnerable customers – Connected Together

We're targeting the adult children & grandchildren of our vulnerable customers, with **information on how they can support their loved ones through the switch** using trusted Influencers to help us amplify and engage new audiences. **Phase 2 going live in September 2025**

[Webform available to register for extra support](#)



Customers with additional needs

If you need extra support making the switch to Digital Voice, please register via our webform. You'll be asked to log in to your MyBT account and can tell us about your additional needs.

If you have Telecare, and are a BT or EE customer, please call **0800 077 8813** to let us know, so we can ensure you have all the support you need through the digital switchover. If you are a Plusnet customer, please call **0800 079 0009**.

If you are not a BT customer, please contact your landline provider for support.

[Register for support >](#)



[The Green Family](#)



[Beau the Beard & Grime Gran](#)



www.BT.com/connected-together

Working with Moira Stuart to help the nation make the digital switch



[Watch the interview here](#)

- Mr and Mrs Mitchell, **elderly BT customers** are our case study focus.
- **26 Live and Pre-recorded TV and Radio interviews**, supported by Age UK on some occasions.
- **167 pieces of national and regional coverage** as a result of our Press Release
- Reaching a total estimated **audience of 744m**
- **BBC Morning Live** - May 2025

[BT Press Office](#)

Digital Voice Engagement across communities



Insight

- Engagement with the **South Asian** community in **Punjabi/Urdu**.
- Engagement with the **Chinese** community with **Cantonese** translators
- Engagement with the orthodox **Jewish** community (landline only).
- Collaborative approach with the **Muslim Council of Britain**
- DV one pager translated into **Gujarati & Cantonese**.
- Working closely with **regional cultural community centres** & utilised **places of worship** to raise awareness
- Utilised local **community partners/charities** to reach out to ethnic minority communities via events, comms & assets

We will also be utilising BT Networks to support

Digital Voice engagement across communities



Digital Voice Translation into **8 languages**

Punjabi, Hindi, Urdu, Polish, Romanian, Italian, Greek, and Turkish

Raising awareness across various ethnic minority radio stations.

Colourful Radio
Kemet Nottingham
New Style Birmingham
Nomad Radio
Premier Gospel
Sunrise Radio National
Ujima Radio Bristol
Westside Radio
Asian Sound Radio
Asian Star
Crescent Radio
Romanian Radio
London Turkish Radio
Bro Radio

Faza
Fever FM
Inspire FM
Link FM
Lyca Gold
Lyca Radio
Panjab Radio
Radio Mac
Radio XL
Sabras Radio
Sanksar Radio
London Greek Radio
London ONE Radio
PRL Polish Radio London

How you can help us



Raising awareness

Recommend venues and locations for us to connect with local authorities, community partners, charities and faith groups. Help us to raise awareness of Digital Voice by posting on your social media channels.



Telecare data-sharing

Engage with local authorities in your area and encourage them to complete and return our data-sharing agreement for telecare customers



Identifying customers with additional needs

Encourage your constituents who need additional help to contact our customer services team. They can do this by phone (**0800 1234 150**) or online via webform ([Connected Together - All-IP - About BT | BT Plc](#))



Download our one-page Digital Voice guide & Assets

Share with your constituents and communities, to help our customers feel better supported and knowledgeable about the Digital Switchover and reassure them that support is available for them. <https://www.bt.com/about/all-ip>



What about our other brands?



EE Digital Home Phone

EE will offer the same services, products & support that BT offers with the added benefits of our new EE Hubs offering Full Fibre speeds up to 1GB+

New & regrading broadband customers will be offered New EE over BT

PlusNet Broadband only

At PlusNet, we're making things straightforward by providing simple, reliable broadband and will no longer offer a landline service

If you want to keep your phone, you'll be offered a deal with EE/BT or will be free to move to another supplier

Where you can find more information

- [UK Government website](#)
- [Ofcom website](#)
- [Charter of commitments](#)
- [Tech UK](#)
- [Local Government Association \(LGA\) Hub](#)
- [BT Digital Voice website](#)
- [Connected Together and registering additional needs webform](#)

