

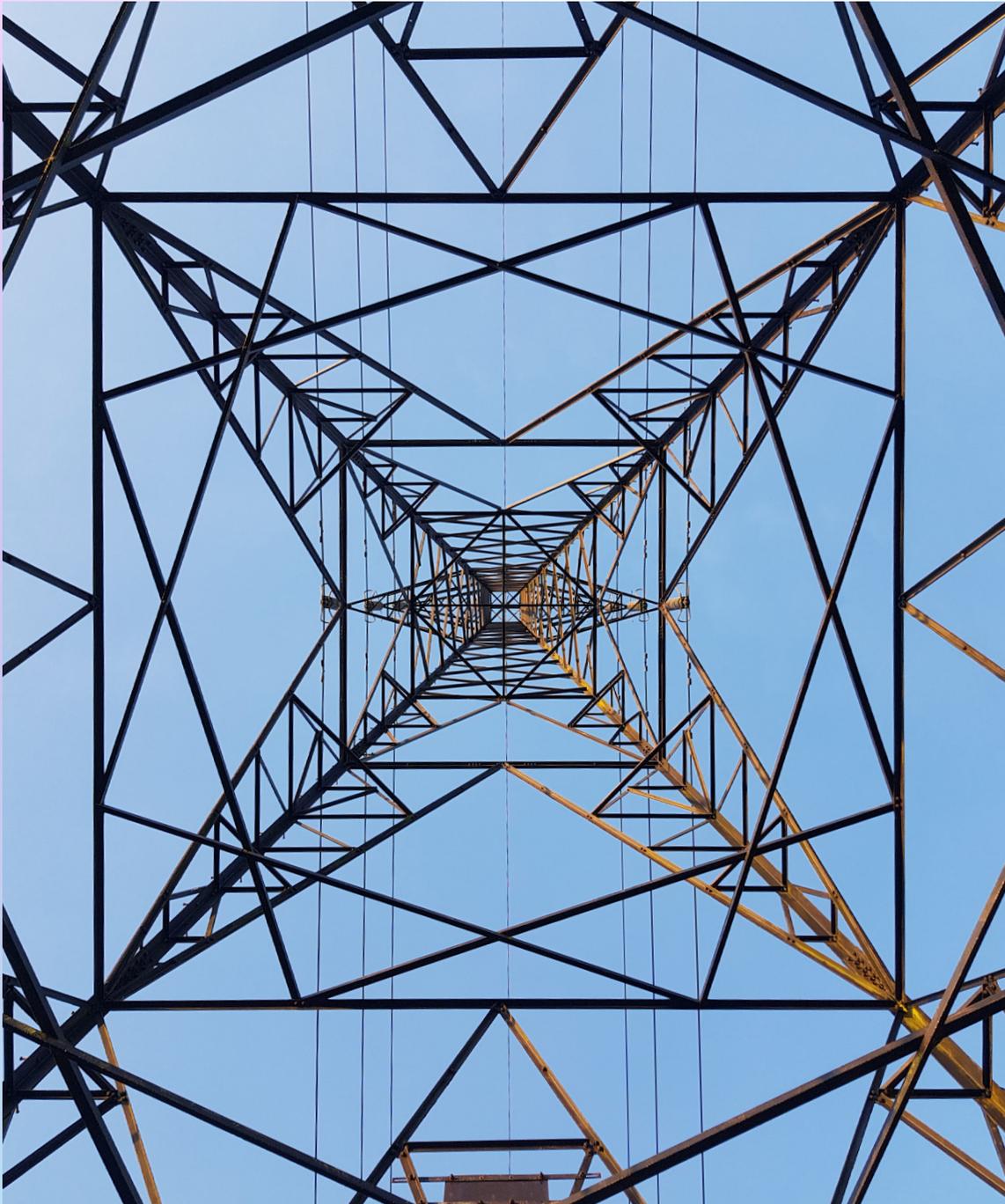


Means
Business

Your complete guide to moving to a digital phone line

Everything you need to know to
prepare your business for the change





Introduction

Currently, most UK businesses use a traditional phone line which runs on the copper-based Public Switched Telephone Network (PSTN).

However, the traditional phone network is switching to a new network known as Internet Protocol (IP) – a digital, fibre-based service.

The switch is crucial in transforming and improving the way businesses and their customers communicate.

This guide explains why the switch is happening, what you'll gain from it, and how we can make the switchover as simple as possible.

**The benefits
of switching**

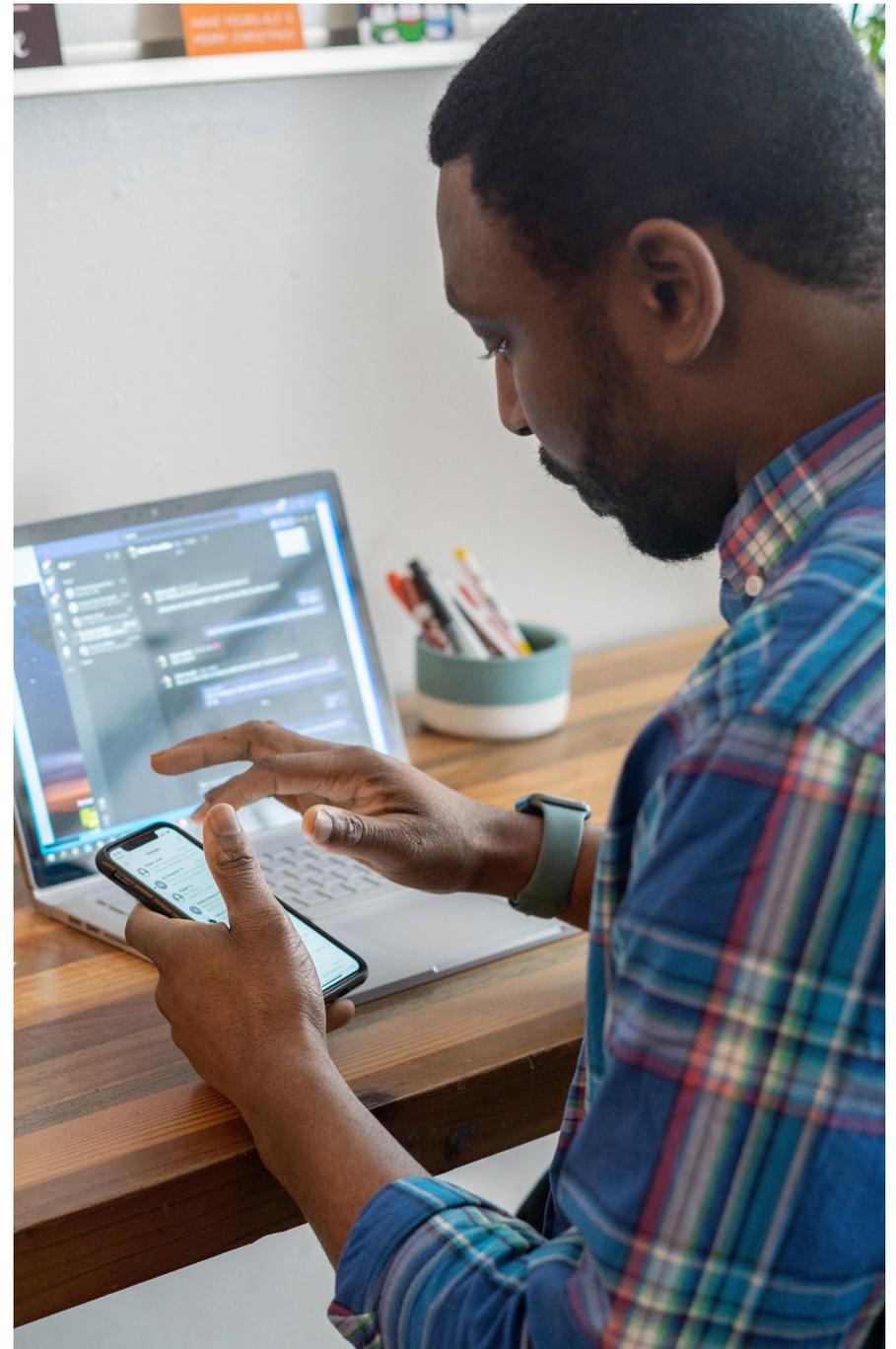
Benefits

Better connectivity, better reliability

By 2025, everyone – businesses and consumers alike – will need to have moved to IP. Though the change won't be complete until the end of 2025, the sooner you switch, the sooner you and your business will experience the benefits of a new digital phone line.

With IP, you'll get excellent connectivity but also an added layer of reliability. This is because we will be able to increase capacity during traffic spikes – so you'll never need to be on tenterhooks about the network going down when dealing with customer queries or making sales.

Unlike traditional phone lines, you'll gain access to multiple ways of communicating with your customers (chat, text and social media) and be able to scale up or down according to your changing business needs – all while keeping the same phone number.





Savings and efficiencies

One of the great reasons to switch early is that IP is more efficient and budget-friendly in the long term. For businesses, much of this comes down to the consolidation of suppliers.

With IP – and with the right provider – you'll have fewer suppliers to keep track of and pay for. As well as one number to call when you need support or to make changes to your package.

Overall, IP is more affordable, more reliable and easier to manage from the start. Just imagine what you could do with the time and money you'll save by switching now.

We make switching simple

As the biggest and most reliable network in the UK, we can easily tailor your new set-up to suit your needs and have the know-how and resources to make your transition as easy as it can be. We've already helped thousands of other businesses and we're ready to do the same for you.

It's our goal to ensure that every new piece of equipment adds real value to your business, whether that's simply updating your phone lines or ensuring you'll have the capacity for an omnichannel contact centre in the future.



**Five steps to a
successful switch**

Switch



Switching doesn't have to be difficult

By taking these steps, you'll be set up for the best possible experience during and after the switch, with minimal or zero interruption to the way your business functions.

01 Consider how your business will grow

What do you currently use your existing phone lines for? You're going to need the same performance from IP – but you can also ask for better. For example, if you want to do more video calling in the future, then you could build the resilient, high-bandwidth connectivity required for this into your new package today.

02 Take note of your special services

Businesses don't just use phone lines for phone calls – they're often integral for alarms, CCTV and payment terminals. Each of these services will need to switch to IP. Not every device has IP capability built-in, so many of your devices will need to be upgraded. We can help with this.

03 Examine needs around hardware usage

It's all too easy to rush into buying brand new IP versions of the hardware you use now out of habit – but do you actually get much value out of those tools? The way you work may have changed a lot since you first got them. Consider how your equipment could support you better for the road ahead, then plan accordingly.



04 Educate and energise

The way everything works will change when you make the switch – perhaps not as dramatically as you might think, but it's still a good idea to bring everyone in your business up to speed with the new equipment. Take the time to ensure your staff understand the changes and their impact before they come into play. We can provide comprehensive support materials and training packages to help with this.

05 Plan for the future

The switchover is about more than just digitising existing processes. IP boasts a wide range of new features – from easy mobile integration to more detailed reporting. You'll be able to make calls from the same phone number from any device, keeping communications with customers consistent. And you can work from anywhere seamlessly, as you'll enjoy the same level of connectivity no matter where you are. Look into the features of IP, and consider which of them you'd like to play into your future business plans.



A better-connected future

Switching to a digital network will make communication across the board easier.

You'll save money, time and energy that used to be spent on maintaining an ageing network, dealing with downtime and sorting out the admin of multiple bills for unconsolidated services.

Change on this scale can feel daunting. But the switch to IP brings many benefits that make switching now worth it.



Find out how BT can help you switch at bt.com/digitalnetwork



Offices Worldwide

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