

FAIRER BROADBAND FOR EVERYONE

TalkTalk's Fairer Broadband Charter

Consumers have not always had the best experience with telecom companies. The industry has to change to rebuild trust with consumers. While we know we can always do more, fairness has always underpinned our decision-making process at TalkTalk.



Ending unfair price rises

It's time to end unfair mid-contract price rises. We are challenging all providers to guarantee that the price customers sign up to will be the price they pay for the length of their contract.

Customers can feel cheated when providers increase prices mid-way through a contract. TalkTalk is the only major broadband provider to guarantee no mid-contract broadband price rises across all its plans. It's an issue of trust. If customers sign a contract, they expect it to be honoured.



Delivering what we promise

We are challenging all providers to introduce a connection guarantee – allowing all new fibre customers to walk away if the speed and reliability of services falls short of what they were promised.

We've introduced a Great Connection Guarantee, meaning new fibre customers are free to leave at any point for the first 30 days of going live if they're unhappy with the connection. Our standard broadband customers who upgrade to fibre can roll back without penalty in the first 30 days of going live. We are now looking at extending this initiative to new standard broadband customers too.



Rewarding loyalty

We are challenging all providers to proactively write to customers before their contract expires, warning them about any price rises and offering the option to re-contract at lower prices than standard out-of-contract pricing. That gives power back to customers and avoids hidden price increases.

We already contact customers to let them know their price will change when their contract ends, but to ensure they take advantage of our best value deals we're taking this a step further.

We will

- ✓ Contact all customers before they come out of contract, offering competitive packages so they can continue benefiting from fixed, value for money broadband that suits their needs.
- ✓ Always aim to offer the best available deals and clearly state in the communications that other promotions may be available at any given time.
- ✓ Contact all customers, including those out-of-contract, on an annual basis with a 'value update'. This will allow them to review their products and services helping to ensure they get the best deal for them.