

BT Don't Put Off The Switch Campaign **Partner Content Toolkit**

Online Blog

“Don't Put Off the Switch” ahead of the nationwide analogue to digital landline switchover

The UK's copper landline network is being retired and moving to digital landlines, providing a safer, more reliable service ahead of the industry-wide switchover in January 2027. In the final year of the nationwide upgrade, BT is reminding customers that support is available and that failing to respond to messages may result in disruption to their phone or broadband services as the switchover deadline approaches.

New BT research shows 63% of UK adults regularly delay essential tasks, even when they're reminded. Nearly a third admit they've ignored messages from service providers, often assuming things will just carry on as normal.

Delaying taking action or not responding to messages from their provider has real consequences. Three in ten people have missed a deadline for essential tasks, with late fees, rebooking and increased payments among the most common outcomes. And 77% of those who missed a deadline said they wished they'd had a more "do it now" attitude.

Why this matters now

Over three million UK households have already made the switch to a digital landline, benefitting from enhanced features, including call protect which has blocked more than 91 million scam and spam attempts in the last year alone.

Landlines are here to stay but it's important to respond when your landline provider gets in touch to keep the services you rely on running smoothly.

For most people, the switch is straightforward. It can be as simple as plugging your phone into your broadband router instead of the wall socket. If you don't have broadband, don't worry. BT provide a dedicated landline service, allowing customers to use their landline in the same way they do today.

Ignoring messages from your provider may result in disruption to the phone or broadband services people rely on every day. When your landline provider gets in touch, you'll be guided through what to do, with clear information and time to prepare.

BT is here to help

Changes like this can feel uncertain, particularly for older customers or customers with additional needs. BT is committed to protecting customers and making sure no one is left behind as the switchover enters its final phase.

Additional support is available including free in-home engineer visits and provision of powered backup solutions to help customers make calls and stay connected during power cuts.

The switch to Digital does not cost a penny, unless you've chosen to upgrade to Digital Voice while recontracting your home broadband plan, you'll keep the same number and over 99% of handsets are compatible. You'll receive at least four weeks' notice to complete the switch.

Take action when it matters

You don't need to do anything until you're contacted directly by BT or your provider. Here are 4 simple things to know about the final phase of the switch:

- Respond promptly when contacted to avoid risk of disruption to your services
- Visit [BT's Connected Together site](#) for further information and support, including registering for extra support
- Call BT's customer care team on **0330 1234 150** if you have questions or need help ahead of the switch
- Talk to a relative, friend, or neighbour who might benefit from knowing about the change

Taking action when contacted by BT or your provider will help make sure your service continues without interruption and you stay connected to the people and services that matter most.

BT are with you every step of the way.

Social Media Posts

LinkedIn

 New research from BT shows 63% of UK adults regularly put off essential tasks. 30% have already missed deadlines, leading to fees or disruption.

With less than a year to go before the nationwide analogue switchover to Digital landlines in January 2027, ignoring provider messages mean the services you rely on may be disrupted.

When BT or your landline provider gets in touch, it's important to respond to ensure your services continue to run smoothly. You'll be guided through it, and for most, it's as simple as plugging your phone into your router instead of the wall socket.

Further information and support are available on BT's [Connected Together](#) site, or by calling 0330 1234 150.

#BT #DigitalVoice #Don'tPutOffTheSwitch #ConnectedTogether

Facebook

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#BT #DigitalVoice #Don'tPutOffTheSwitch #ConnectedTogether

X:

New research from BT reveals 63% of Brits delays essential tasks. 30% have missed deadlines because of it. With the UK's landline switchover deadline approaching in January 2027, when BT or your provider gets in touch, take action to avoid disruption. For most, it's as simple as plugging your phone into your router.

Find out more here: [Connected Together](#)

#BT #DigitalVoice #Don'tPutOffTheSwitch #ConnectedTogether

Instagram:

New research from BT reveals 63% of Brits delay essential tasks. With the landline switchover deadline approaching in January 2027, ignoring provider messages could mean disruption to the services you rely on to stay connected.

When BT or your provider gets in touch, it's important to respond. For most, the switch is as simple as plugging your phone into your router.

Everything you need to know to take action is in the link in our bio. [www.bt.com/connected-together]

#BT #DigitalVoice #Don'tPutOffTheSwitch #ConnectedTogether

FAQ Document for Helpline Teams

Supporting Callers on the Digital Landline Switchover

Guidance for helpline team

- [BT joins forces with Clare Balding to launch the “Don’t Put Off the Switch” campaign ahead of the nationwide digital landline switchover](#)
- www.bt.com/connected-together
- [We’re switching from analogue to digital landlines - About BT | BT Plc](#)
- [Digital Voice | Digital Home Phone | BT](#)
- [Introduction to Digital Voice - YouTube](#)

Background: What’s Changing?

The UK’s copper telephone network, the PSTN (Public Switched Telephone Network) that most home phones work on today is no longer meets the connectivity standards expected in today’s digital age and can't keep up with the demands of modern life. That outdated network will be switched off for all phone providers in January 2027, with landline providers already switching customers over to Digital technology. BT’s name for their new home phone service is Digital Voice. This is a once in a generation upgrade to ensure that everyone stays connected now and into the future.

This new home phone service runs on the broadband network. It offers lots of benefits and improved features, including Voicemail, three way calling and built-in scam blocking features.

Key Messages for Callers

- **The final countdown is here:** The UK’s 40-year-old analogue landline network is set to close at the end of January 2027, moving to digital landlines, providing a safer, more reliable service.
- **Action will be required** when BT or your landline provider contacts you, it’s vital you take action to keep services running smoothly.
- **Inaction has consequences:** If you don’t respond when contacted, your landline or broadband services may be disrupted.
- **You won’t be on your own:** BT will guide you every step of the way, particularly if you have additional needs, with enhanced protections including free in-home engineer visits and back-up power where needed.
- **Landlines are not going away:** Customers will still be able to use their landline. Calls will be made over broadband, with added reliability and clearer connections.
- **No broadband? No problem!** BT will provide a dedicated landline service, ensuring these customers can continue using their landline in the same way they do today. No new equipment is needed, and you won’t require a home visit from an engineer.
- **The switch is happening:** With the full switch to digital landlines due by January 2027, BT continues its roll out of their new home phone service, Digital Voice, with over 3 million customers benefiting from safer and more reliable service. Digital Voice includes

safeguards against unwanted calls, which in the past year alone has seen its digital landline scam protection service stop more than 91 million scam and spam attempts on customers

- BT continues to work closely with local authorities, telecare providers and community organisations to deliver the right support for landline-dependent customers.
- **Free engineer visits:** BT offers free engineer visits for those who may need extra support. There's no need to worry, the engineer will make sure everything's set up and working. All customers need to do is confirm or book the engineer appointment when BT get in touch. They'll take care of the rest.
- **Backup equipment:** BT provides back-up power solutions so that customers can still make and receive calls in the event of a power outage and for those who need it most, they're free.
- **Customers will be notified in advance:** All BT customers will receive at least four weeks' notice before any change. It's important not to ignore this communication, but there's no need to worry, the BT team will guide customers through every step to make the process as smooth as possible.
- **For most, the switch is simple – and it won't cost you a penny:** Over 99% of existing handsets are compatible with Digital Voice. Customers just need to plug their phone into the broadband router instead of the wall socket.
- **Communications are available in a range of accessible formats:** If you already receive your BT communications in Braille, Large Print or Audio file, we'll ensure that all updates on your upgrade to Digital Voice are provided in the same format.
- **If your phone isn't near your hub** – Customers can order a free Digital Voice Adapter that will let them use their phone anywhere they have a plug socket. More information can be found here: [[Looking for a Digital Voice Adapter? | BT Help](#)]
- **BT has been raising awareness about the switch to Digital Voice on a regional basis since 2023**, visiting towns, cities and rural areas across the UK to speak to customers face to face and answer any questions they may have. They've ran over 1500 face to face events, speaking with over 75,000 people. These events have been supported by local and national media campaigns to raise awareness of the switch to digital landlines.
- **Respond when your landline provider gets in touch:** It's important to take action to avoid disruption to your phone or broadband service. You'll be guided through what to do, and for most people, it's as simple as plugging your phone into your broadband router instead of the wall socket.
- **Support is available throughout the switch:** BT will guide you every step of the way, with clear communication and at least four weeks' notice when it's time to act.
- **Extra help is available if needed:** Support is available for customers who may feel uncertain about the change, including accessible communications and targeted outreach across the UK.

Digital Assets



Connected Together





Landlines in the UK are

going digital.

Are you ready?



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