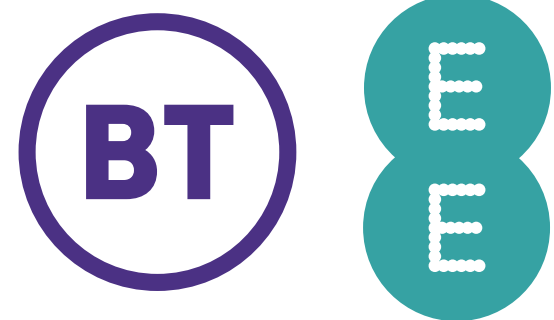
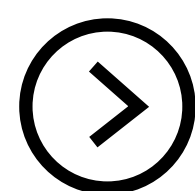




Full Fibre Toolkit

Version 1.
October 2021





By winning the household, we’re on a mission to help our customers with all their connectivity and service needs in and out of the home.

Top Selling Tips

BT and EE Full Fibre Comparison

Pitching the right brand

BT Full Fibre

EE Full Fibre

Openreach installation process

Full Fibre is a key battle ground in gaining future share of UK households. The market is becoming more competitive so we’re refining our multi-brand trading approach to help us win over our competitors and drive Full Fibre connections for BT Group.

Whilst driving take up of BT Full Fibre remains our primary priority, we’re also using the power of EE’s premium brand to appeal to a broader customer base and maximise Full Fibre sales.



Top selling tips

Top Selling Tips

BT and EE
Full Fibre
Comparison

Pitching the
right brand

BT Full Fibre

EE Full Fibre

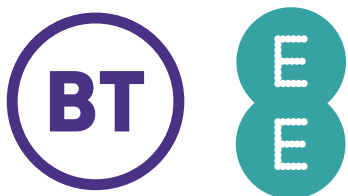
Openreach
installation
process



- Always check to see if your customer is eligible for Full Fibre.
- When talking to an existing customer who's experiencing speed issues, check to see if you can upgrade them to Full Fibre. If it's available in their area, it's the perfect solution.

Here are a few ways to introduce Full Fibre into a conversation.

-  **When was the last time you updated your broadband or hub?**
How many devices do you currently have connected to your internet? How many people can be online at the same time?
-  **1 in 2 UK households subscribe to Netflix, Amazon Prime Video or Now, do you?**
How many screens do you watch on? Do you use Amazon Prime for next day deliveries?
-  **Does anyone play an Xbox, PlayStation or Nintendo?**
Do they play games like Call of Duty and need a fast connection?
-  **More and more of our customers are now working from home, is anyone in your household?**
If you could improve one thing about your current connection, what would it be?



BT Full Fibre compared to EE Full Fibre Max

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	BT Full Fibre	EE FULL FIBRE MAX
Speeds	Full Fibre 100 Full Fibre 500 Full Fibre 900	Full Fibre Max 100 Full Fibre Max 500 Full Fibre Max 900
Speed Guarantee	Full Fibre 100 – 100mb guarantee Full Fibre 500 – 250mb guarantee Full Fibre 900 – 450mb guarantee	No speed guarantee with Full Fibre Max
Broadband add ons	Complete Wi-Fi Hybrid Connect	Smart Wifi
Calling plan add on	Yes - Digital Voice	No – Broadband without a landline
TV package add on	BT TV	Apple TV
Security Included	Security software worth over £100	One year free subscription to Norton Security Premium
Extra benefits	10% discount for EE PAYM Mobile customers off their mobile bill	10% discount for EE PAYM customers off their Full Fibre Max plan, plus upto an extra 20GB data on their mobile plan
Contract length	24 months	24 months

Head over to the Competitor Portal for the most up to date competitor comparisons.



Which brand is right for your customer?

Top Selling Tips

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EE Full Fibre

Openreach installation process

If your customer is calling because they have recently seen our BT advertising, then it may be easiest to lead with BT Full Fibre.

Equally if they would like to add a landline or an award winning TV service to their broadband package then BT Full Fibre is the best solution.



If they don't need a landline or they've already got a pay monthly phone plan with EE, Full Fibre Max may be the best solution.

We'll boost their mobile data allowance by up to 20GB every month and give them a 10% discount on their broadband package.



Click on the brand that you feel best suits your customer to find out more about BT or EE Full Fibre



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Introducing BT Full Fibre

as part of a conversation



Only BT Full Fibre delivers game-changing speeds of 900Mbps on the UK’s most reliable broadband technology.

Full Fibre is built on the UK’s most reliable broadband technology so no matter how many devices you’re connecting today, or will connect in the future, you can be certain your broadband will be able to keep up.

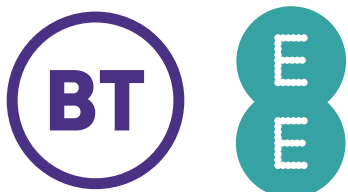
It’s different to the broadband you’ve had before
It’s a new faster state-of-the-art connection direct to your door so you no longer have to share your connection with the street like traditional fibre. Giving you complete assurance that you’ve got the speeds you need when things get busy.

Why buy broadband today, that’s not ready for tomorrow?

[Talking about Full Fibre in a bit more detail >](#)

[Optional add ons >](#)

[Why join BT? >](#)



Talking about Full Fibre in a bit more detail

[Optional add ons >](#)

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Fibre all the way to your door >

Full Fibre is broadband like never before >

Everything happens faster. >

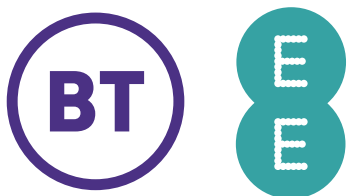
Do more at once, on more devices. >

Fibre all the way to your door

With Full Fibre we run the fibre all the way to your door. It's a personal connection direct to your front door.

No sharing with your neighbours.

You're plugged straight into the greatest and most reliable network the country has ever seen.



Talking about Full Fibre in a bit more detail

[Optional add ons >](#)

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Fibre all the way to your door >

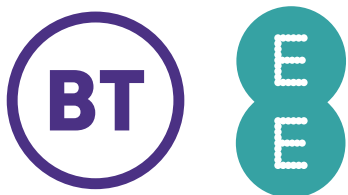
Full Fibre is broadband like never before >

Everything happens faster. >

Do more at once, on more devices. >

Full Fibre is broadband like never before

Up to 25x faster than superfast fibre with up to 10x faster upload speeds.



Talking about Full Fibre in a bit more detail

[Optional add ons >](#)

[Why join BT? >](#)

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Fibre all the way to your door >

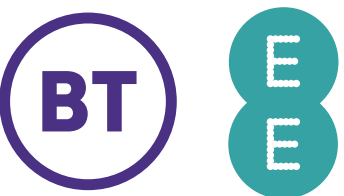
Full Fibre is broadband like never before >

Everything happens faster. >

Do more at once, on more devices. >

Everything happens faster

Like a HD movie ready to play in as little as 34 seconds.



Talking about Full Fibre in a bit more detail

[Optional add ons >](#)

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- Fibre all the way to your door >
- Full Fibre is broadband like never before >
- Everything happens faster. >
- Do more at once, on more devices. >

Do more at once, on more devices

Stream in HD, Facetime, game online and experience less lag with unbeatable latency* verses other major providers

You won't slow down.

*Latency is the time it takes for a game to respond to a user's action.

Optional add ons

[Why join BT? >](#)

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Extend your wi-fi network with Complete Wi-Fi

Got rooms where you struggle to connect to wi-fi? Add Complete Wi-Fi for a reliable signal in every room or £100 money-back guarantee.



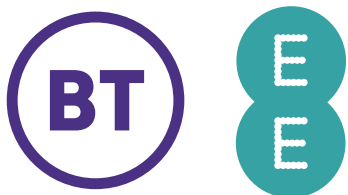
Backed up by



GET UNBREAKABLE HOME WI-FI WITH HYBRID BROADBAND

Hybrid Connect acts as broadband back-up, connecting you to EE, the UK's best mobile network. Add it to your package and you won't miss out if your broadband signal ever drops.





Why join BT?

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Openreach installation process



Promised speeds with a Stay Fast Guarantee or get £20 back

Super-strong wi-fi from a Smart Hub with a Which? Best Buy

Home Tech Experts all customers can book in 2 hour slots, 7 days a week

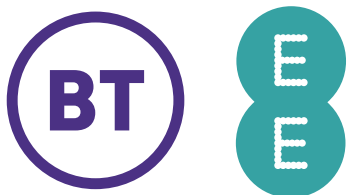
Greater protection with more online security than any other big provider

Experience our game-changing Full Fibre speeds for a month, on us

Access Xbox Games Pass Ultimate at no extra cost

Promised speeds with a Stay Fast Guarantee or get £20 back

All packages come with a speed guarantee. We promise you'll get this speed all day, every day, or we give you money back.



Why join BT?

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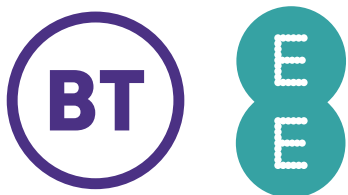
Greater protection with more online security than any other big provider

Experience our game-changing Full Fibre speeds for a month, on us.

Access Xbox Games Pass Ultimate at no extra cost

Super-strong wi-fi from a Smart Hub with a Which? Best Buy.

Our Smart Hub 2 was voted Best Buy from Which? Giving you fast and reliable wi-fi, so you get brilliant coverage where you need it most.



Why join BT?

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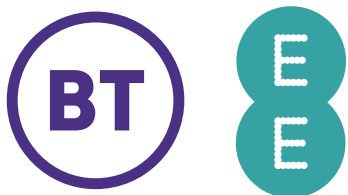
Greater protection with more online security than any other big provider

Experience our game-changing Full Fibre speeds for a month, on us.

Access Xbox Games Pass Ultimate at no extra cost

Home Tech Experts all customers can book in 2 hour slots, 7 days a week

Our Home Tech Experts will come to your home for wi-fi help at no extra cost, with 2 hour appointment slots, 7 days a week.



Why join BT?

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EE Full Fibre

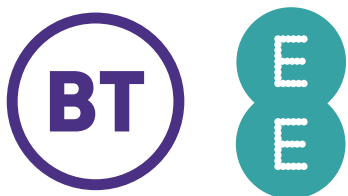
Openreach installation process



- Promised speeds with a Stay Fast Guarantee or get £20 back
- Super-strong wi-fi from a Smart Hub with a Which? Best Buy.
- Home Tech Experts all customers can book in 2 hour slots, 7 days a week
- Greater protection with more online security than any other big provider
- Experience our game-changing Full Fibre speeds for a month, on us.
- Access Xbox Games Pass Ultimate at no extra cost

Greater protection with more online security than any other big provider

All of our broadband packages come with security software worth over £100, and our 3,000-strong team of specialists work to protect our network from cyber attacks 24/7.



Why join BT?

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EE Full Fibre

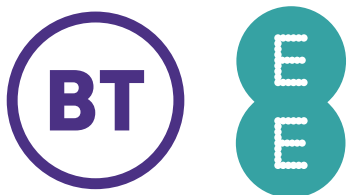
Openreach installation process



- Promised speeds with a Stay Fast Guarantee or get £20 back
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- Greater protection with more online security than any other big provider
- Experience our game-changing Full Fibre speeds for a month, on us.
- Access Xbox Games Pass Ultimate at no extra cost

Experience our game-changing Full Fibre speeds for a month, on us

Our speed boost gives you the change to experience lightning fast speeds of up to 500Mbps. You'll have the option to upgrade or automatically switch back to your original package at no extra cost.



Why join BT?

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- Promised speeds with a Stay Fast Guarantee or get £20 back
- Super-strong wi-fi from a Smart Hub with a Which? Best Buy.
- Home Tech Experts all customers can book in 2 hour slots, 7 days a week
- Greater protection with more online security than any other big provider
- Experience our game-changing Full Fibre speeds for a month, on us.
- Access Xbox Game Pass Ultimate at no extra cost

Access Xbox Game Pass Ultimate at no extra cost

Choose Full Fibre 300 or 500 and Game Pass Ultimate for 6 months as part of your package or get an incredible 12 months included with Full Fibre 900. That’s a saving of over £120*.

*Save £120 over 12 months based on monthly price of £10 Xbox Game Pass Ultimate subscription from Microsoft.



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TALKING ABOUT EE FULL FIBRE MAX

Full Fibre is the future of broadband. It delivers a lightning fast connection direct to your front door – so there’s nothing standing between you and mind-blowing speeds of up to 900 Mb/s.

You can say goodbye to big peak-time slowdowns as you enjoy a reliable, strong connection—even when the whole street’s online.

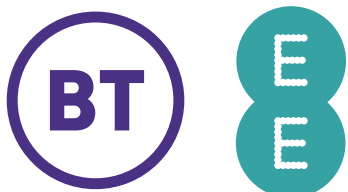
You don’t even need a landline. And, if you’ve got a pay monthly phone plan with EE, we’ll boost your mobile data allowance by 20GB every month and give you a 10% discount on their broadband.

An ultrafast connection that stays fast even when everyone’s online? This is broadband reinvented by the UK’s best mobile network.

[Talking about Full Fibre in a bit more detail](#) >

[Optional add ons](#) >

[Why join EE?](#) >



TALKING ABOUT FULL FIBRE IN A BIT MORE DETAIL

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- Download and stream videos >
- Superfast connections >
- Social media made simple >
- The latest music in seconds >
- High quality video calls >
- Online gaming >

Download and stream videos

You can download and stream HD and 4K videos and box sets faster than ever before.



TALKING ABOUT FULL FIBRE IN A BIT MORE DETAIL

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- Social media made simple >
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- High quality video calls >
- Online gaming >

Superfast connections

Get more devices than ever running smoothly on a superfast connection.



TALKING ABOUT FULL FIBRE IN A BIT MORE DETAIL

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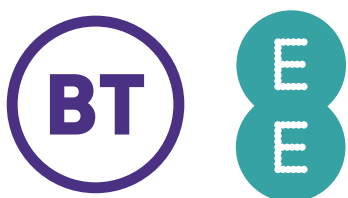
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- Download and stream videos >
- Superfast connections >
- Social media made simple >
- The latest music in seconds >
- High quality video calls >
- Online gaming >

Social media made simple

Post photos to social media in just a tenth of a second.



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Download and stream videos



Superfast connections



Social media made simple



The latest music in seconds



High quality video calls

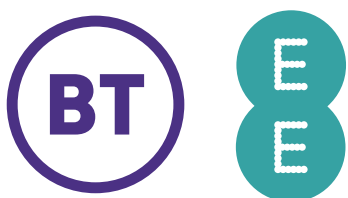


Online gaming



The latest music in seconds

Download latest release music
albums in less than 6 seconds.



TALKING ABOUT FULL FIBRE IN A BIT MORE DETAIL

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Download and stream videos



Superfast connections



Social media made simple



The latest music in seconds



High quality video calls

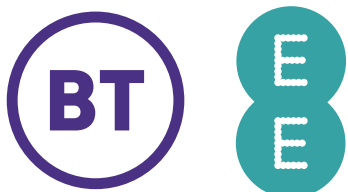


Online gaming



High quality video calls

Video call friends and family with
a clear, precise quality.



TALKING ABOUT FULL FIBRE IN A BIT MORE DETAIL

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Download and stream videos >

Superfast connections >

Social media made simple >

The latest music in seconds >

High quality video calls >

Online gaming >

Online gaming

All the speed you need for online gaming on 4K TV, without the worry.

OPTIONAL ADDONS

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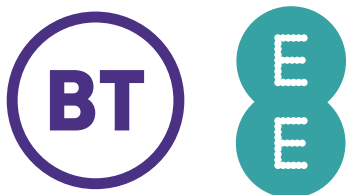
SMART WIFI

Smart WiFi gives you a stronger broadband connection, using a WiFi-boosting disc to extend your broadband to spots in your home that might have struggled before.



APPLE TV 4K WITH BT SPORT

Get Apple TV 4K as part of your broadband package and you'll have loads to watch, on demand, on your terms. We're also including BT Sport Ultimate to bring you unmissable live sport on your TV, smartphone and tablet.



WHY JOIN EE?

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- Free mobile data boost
- No.1 for customer service
- Easy to switch
- Security for your devices

Free mobile data boost

We'll boost your EE pay monthly mobile data by 20GB every month - absolutely free.



WHY JOIN EE HOME BROADBAND?

Top Selling Tips

BT and EE Full Fibre Comparison

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EE Full Fibre

Openreach installation process



- Free mobile data boost
- No.1 for customer service
- Easy to switch
- Security for your devices

No.1 for customer service

Our call centres are No.1 for Broadband customer service – and they’re all based in the UK and Ireland.



WHY JOIN EE HOME BROADBAND?

Top Selling Tips

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BT Full Fibre

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Openreach installation process



- Free mobile data boost >
- No.1 for customer service >
- Easy to switch >
- Security for your devices >

Easy to switch

We'll contact your current provider and give you £50 credit if you're charged for early cancellation.



WHY JOIN EE HOME BROADBAND?

Top Selling Tips

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Openreach installation process



- Free mobile data boost >
- No.1 for customer service >
- Easy to switch >
- Security for your devices >

Security for your devices

All our plans come with a year's free subscription to Norton Security Premium which can protect up to 10 devices.



Openreach installation process

The majority of customers will need a one or two stage installation by an Openreach engineer. They might not even need an engineer to visit if they've already got the right type of box at home because we can activate Full Fibre remotely.

- One stage installation >
- Two stage installation >
- What to expect on installation day >



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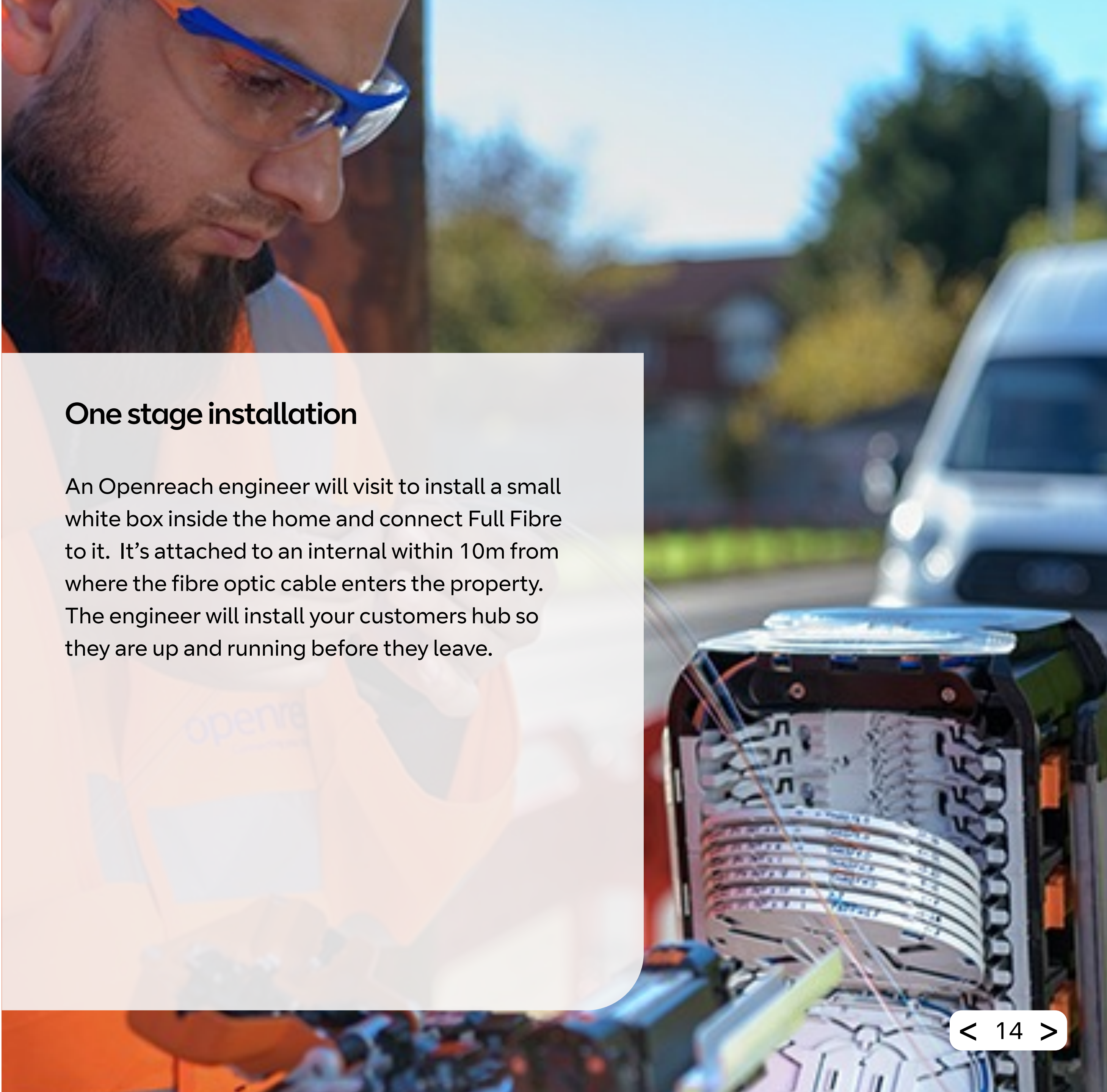
Openreach
installation
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Openreach installation process

The majority of customers will need a one or two stage installation by an Openreach engineer. They might not even need an engineer to visit if they've already got the right type of box at home because we can activate Full Fibre remotely.

- One stage installation >
- Two stage installation >
- What to expect on installation day >



One stage installation

An Openreach engineer will visit to install a small white box inside the home and connect Full Fibre to it. It's attached to an internal within 10m from where the fibre optic cable enters the property. The engineer will install your customers hub so they are up and running before they leave.

Openreach installation process

The majority of customers will need a one or two stage installation by an Openreach engineer. They might not even need an engineer to visit if they've already got the right type of box at home because we can activate Full Fibre remotely.

- One stage installation >
- Two stage installation >
- What to expect on installation day >

Two stage installation

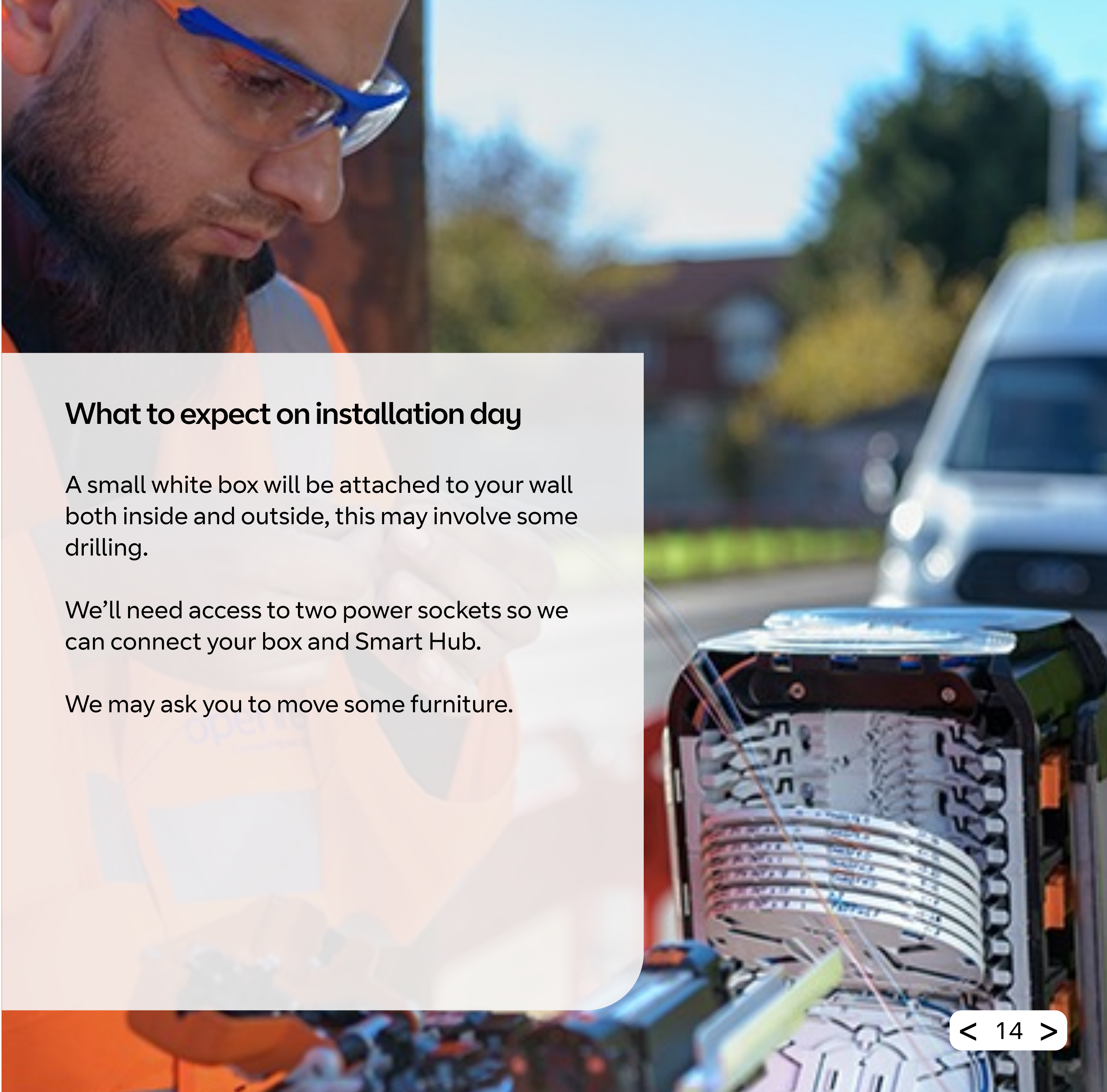
An Openreach engineer may need to do some external work on the network to get a property ready for Full Fire. First, an engineer will visit within 5 working days to assess and complete any eternal work that's needed. Your customer won't need to be at homefor this.

We'll then confirm an installation date with your customer, where an Openreach engineer will visit again to install a small white box inside the home and connect Full Fibre to it. It's attached to an internal within 10m from where the fibre optic cable enters the property. The engineer will install your customers hub so they are up and running before they leave.

Openreach installation process

The majority of customers will need a one or two stage installation by an Openreach engineer. They might not even need an engineer to visit if they've already got the right type of box at home because we can activate Full Fibre remotely.

- One stage installation >
- Two stage installation >
- What to expect on installation day >



What to expect on installation day

A small white box will be attached to your wall both inside and outside, this may involve some drilling.

We'll need access to two power sockets so we can connect your box and Smart Hub.

We may ask you to move some furniture.

