

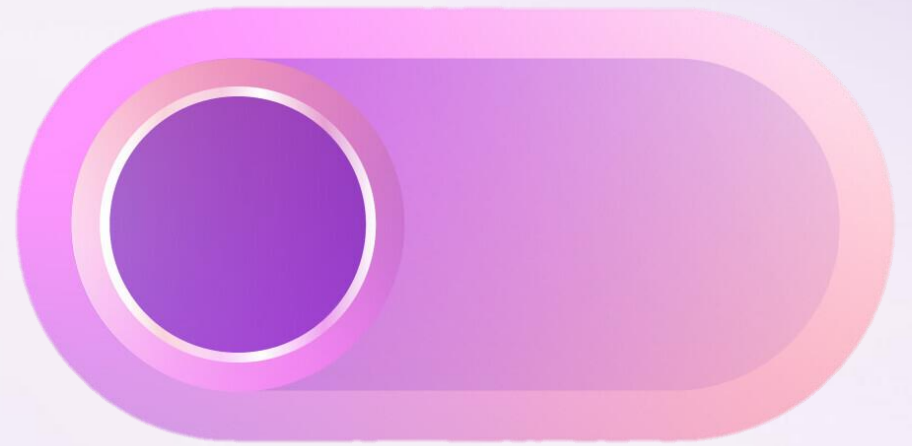


Q4 23/24 Business Broadband SMB Trading Offers

Channel briefing: BT Desk Acquisition (Inbound, Outbound and Digital), EE Desk Acquisition (Inbound, Outbound) Public Sector, BAM, RBC

5 February – 31 March 2024

Key contact: sean.clements@ee.co.uk





Key call-outs

- The connection charge on our Broadband Business Bundles and Solus 24m plans is £20: [Click here for a recap and exclusions.](#)
- Unlimited calls package only + £7 (previously + £12) from the PAYG Voice bundle price

The important detail

- Available on Acquisition, New Provide, Resigns and Move orders. New provide includes EE customers who hold no relationship with BT
- Customers will pay P&P (£9.95) and Connection Charge (£20) – [click here for the detail](#)
- Savings made over the length of 24m contract
Please ensure you check the [Business Rules here](#)

Q4 Business Broadband: Offers update

We've introduced a CPI+ Grace Period on broadband plans! This means customers taking a broadband plan before 1 April 2024 can secure a great price, without worrying about it going up until 2025. [Click here for the detail.](#) Trading offer pricing remains the same until 31 March 2024.

Offer dates: 5 February 2024 – 31 March 2024

Who are these offers available to? BT Desk Acquisition (Inbound, Outbound and Digital), EE Desk Acquisition (Inbound, Outbound) Public Sector, BAM, RBC, Retail

What is changing?

- Standard prices on Enhanced broadband bundles has been reduced by £5
- Premium Care bundles have been removed
- Full Fibre 76 offers have been removed
- SoGEA Broadband is now named 'Standard Fibre'

What is staying the same?

- Q4 Broadband Bundle Trading Offer pricing remains the same and are available until 29 March 2024. Only the Standard Pricing on these products has changed.

Important information:

Customers taking a broadband plan before 1 April won't be impacted by the CPI+ price change until 2025. We've introduced some new Standard Pricing to create a CPI+ Grace Period, [skip to this next slide for the detail.](#)

Broadband Refresh & CPI+ Grace Period: What this means for you and our customers

We're refreshing our Broadband plans from 5 February! We've introduced new standard pricing for Enhanced Broadband, Premium Care bundles have been removed and SoGEA plans are now called 'Standard Fibre'. Customers taking a refreshed broadband plan before 1 April 2024 can secure a great price, without worrying about it going up until 2025.

No price rise on refreshed plans until 2025

Customers taking a refreshed broadband plan before 1 April 2024 can secure a great price, without worrying about it going up until 2025. Reassure customers concerned about the 7.9% CPI+ increase that they'll avoid a rise in April by choosing BT Business Broadband.

Premium Care Bundles removed

Look out for **new plans and care levels coming soon!**

Standard Pricing on Enhanced plans reduced by £5.00

Good news! From 5 February, Standard Pricing on our Enhanced Broadband (both Solus & Bundles) is **now £5 less than current Standard Pricing.**

SoGEA Broadband renamed 'Standard Fibre'

Ofcom asked us to make it more clear to our customers whether they are taking a Full Fibre product, or a SoGEA plan. To make the difference clear, **we've added the word 'Standard' in front of all SoGEA plans.** We'll follow up later in the year with extra information online about the broadband technology.

Note: PSTN Bundles (FTTC and ADSL plans sold as exception) will be impacted by the annual CPI+ price increase. PSTN Bundles are only available to sell as exception as 12m plans.

Why should customers choose us?

- Our Essential and Enhanced plans come with lots of benefits. For a reminder, skip to the pages [here](#).
- We continue to invest in the most reliable fixed and mobile networks, and the speed up of our ultra-fast business connections

Q3–Q4 SMB Trading Offers at a glance

Bundle name	Technology	Standard Price	Offer Price	Monthly discount	Saving (24m contract)
Standard Digital Fibre 38 Essential	SOGEA	£29.95	£22.95	£7.00	£168.00
Standard Digital Fibre 76 Essential	SOGEA	£34.95	£27.95	£7.00	£168.00
Broadband Essential + Digital Line	SoADSL + CVE	£34.95	£34.95	£0.00	£0.00
Broadband Enhanced + Digital Line	SoADSL + CVE	£44.95	£44.95	£0.00	£0.00
Standard Fibre 76 Essential + Digital Line	SOGEA + CVE	£39.95	£32.95	£7.00	£168.00
Standard Fibre 76 Enhanced + Digital Line	SOGEA + CVE	£49.95	£42.95	£7.00	£168.00
Full Fibre 150 Essential and Digital Line	FTTP + CVE	£44.95	£37.95	£7.00	£168.00
Full Fibre 150 Enhanced and Digital Line	FTTP + CVE	£54.95	£47.95	£7.00	£168.00
Full Fibre 300 Essential and Digital Line	FTTP + CVE	£49.95	£42.95	£7.00	£168.00
Full Fibre 300 Enhanced and Digital Line	FTTP + CVE	£59.95	£52.95	£7.00	£168.00
Full Fibre 500 Essential and Digital Line	FTTP + CVE	£54.95	£47.95	£7.00	£168.00
Full Fibre 500 Enhanced and Digital Line	FTTP + CVE	£64.95	£57.95	£7.00	£168.00
Full Fibre 900 Essential and Digital Line	FTTP + CVE	£59.95	£52.95	£7.00	£168.00
Full Fibre 900 Enhanced and Digital Line	FTTP + CVE	£69.95	£62.95	£7.00	£168.00

Unlimited calls package now only + £7 (previously + £12) from the PAYG Voice bundle price.

Appendix

BT Broadband: Business rules and exceptions

General business rules

- All offers must be made and closed on the system by close of play on **31 March 2024**.

New customers

- Customers who are reconnecting services after a bad debt cease are not permitted to take the discount.
- If customer has an existing relationship with BT they will not be eligible for the new discounts e.g change of name/ownership

Check customer eligibility – **we cannot sell Solus or CVE bundles to customers with the following special services. Please check your customer does not have any of these in place with their current provider:**

- Alarm Lines - Alarms require a dial tone to call a monitoring centre.
- Pendants - Similar to alarms – customer presses a button on a pendant which then rings to their monitoring centre to alert them they are in distress
- PDQ machines - Card payment machines.
- MAG Bells - External bells - commonly used in yards to alert customers their phone is ringing.
- EPOS - Third party software used by restaurants and takeaways to identify customers and past orders – for info EPOS main site is <https://www.epos.co.uk/>
- Oyster card machines - As with PDQ but issue is specific to Oyster top-ups in London.
- Extensions - Wired extensions do not work with CVE.
- Switches - Not compatible with CVE. Check that the customer doesn't have any other services that are reliant on the PSTN. This is because the PSTN will CEASE when the SOGEA/CVE is activated/ported and this will result in Alarms, PDQs etc. being disconnected and the customer losing service ETC rules.
- Customers requiring Change of Name or Change of Ownership
- Residential to Business customers
- Customers who are reconnecting after being disconnected for non-payment must not be given offer pricing

Please refer to your All-IP Use-Case Playbook for alternative digital products, compatible with CVE.

CVE Specific

- This is not available for Featureline standard customers but it is available for Feature Compact customers.
- CVE bundles cannot be sold to a customer who has an existing Cloud Phone or Cloud Voice service, customers can have only one of these services at this time.
- Multi-sites: is now available for new customers however the customer will need to have an active Cloud Voice Express line at one location in order to add an additional location. Any existing CVE customer can add an additional location to their account by getting in touch with their preferred Sales team.

If you are unclear on which customers are excluded from the offer, please contact your Channel Manager.

Connection Charges for Broadband Bundles

The connection charge on our Broadband Business Bundles and Solus 24m plans is £20

What do you need to do?

- Make sure to inform your customer of the £20 connection charge at point of sale
- Populate the £20 connection charge on the order form & ensure the contract that the customer signs has this charge specified

Which teams does this impact? BT & EE Desk (Inbound Acquisition, In-life & Growth, Retentions) Digital & Customer Success

The detail

- The £20 Upfront Connection charge is applicable for all new provides on **Bundle orders and new Solus broadband plans. This applies to our new SoADSL plans too**
- Please note that this £20 Connection Charge is in addition to the £9.95 P&P charge. Making the **total upfront fee for customers £29.95**
- If you place a **SoGEA with CVE Bundle**, the total Connection Charges will still **only be £20**. Customers will only need to pay one Connection Charge. Once a customer takes a line from us, irrespective of technology – they will only ever need to pay one Connection Charge.

		Old		New	
Bundle	Standard Price	Discount	Offer Price	Discount	Offer Price
SoGEA Connection Charge	£125.00	£115.00	£10.00	£105.00	£20.00
CVE Connection Charge	£30.00	£20.00	£10.00	£10.00	£20.00
P&P	£9.95	£0.00	£9.95	£0.00	£9.95
Total Upfront Charge					£29.95

Resigns:

If customer stays on the same technology, no Connection Charge applies. If changing technology, connection charge will apply.

When a customer takes a line from us, irrespective of technology – they will only need to pay one Connection Charge

Essential broadband

The basics, brilliantly done

Essential broadband is the perfect fit for the cost-conscious business with big ambitions.

Fibre that sticks to the fast lane.

Essentials offers your business speeds up to 900Mbps with a direct connection from our exchange. Plus, you get our fastest wi-fi with our new Smart Hub 3. Smart Hub 3 only applies with Full Fibre Only (and 900Mbps speeds)

Get wi-fi wherever.

With over 5 million hotspots, we've got the biggest wi-fi network in the country. As a broadband customer, they're yours to enjoy, wherever your work takes you.

Better security, better protection.

Web Protect and Content Controls give you complete control over your web traffic, alerting you to malware and dangerous websites before they can affect your business.

Our service promise.

Round the clock support. And if there's a fault, we'll fix it within two working days.

Make and take calls from anywhere

Make and take calls from anywhere, using your local number, with the Cloud Voice Express app.

Minimum speed guarantee.

If your speed drops below what we've promised and we can't fix it, you can walk away.

Customers love free wi-fi.

So, give it to them. Guest Wi-Fi turns your workplace into a wi-fi hotspot. It's password-free, so customers can browse while they shop, and clients can work when they visit. Your business data is separate so it's completely secure. You'll love Guest Wi-Fi as much as your customers do.

24/7 support.

Our team of broadband experts are on hand around the clock. So, if there's ever an issue with your broadband, we'll keep your business moving.

SoADSL customers get extra speeds, no extra cost

Thanks to Hybrid Speed Boost, our business broadband is on average 20Mbps faster – perfect for the times you need more. That's more than twice as fast on average in SoADSL only areas than the competition*.

*Using BT Openreach

Enhanced broadband

Fast, reliable broadband that won't let you down

Enhanced Broadband offers speeds up to 900Mbps and switches to EE – the UK's best network* – if there's ever a problem, giving you an unbreakable broadband connection. Customers get all the benefits of Essential, plus:

It's an unbreakable connection.

Our smartest fibre broadband uses our Hybrid Connect device to automatically switch you to EE 4G – the UK's best 4G network* – if there's ever a problem. And because you can plug it in anywhere, you'll always find a good signal.

Expert set up.

You don't need to be a tech expert, with our expert engineers on hand. We'll can come out to help you set up your broadband, plus make sure you get the best out of your kit from the start, including connecting your mobile devices.

Speed is of the essence.

Enhanced broadband offer speeds of up to 900Mbps. Stream, transfer large files and make video calls – all at once, and without any hiccups.

A free static IP address.

If you run a server, website, or FTP hosting, a static IP address is vital. Enhanced broadband includes a free address as standard.

Add extra coverage and Security

Coverage

Wi-fi all over the shop. And office. And studio. With our Complete Wi-Fi Discs creating a seamless network around your building, you'll get a guaranteed wi-fi signal across your entire workplace.

Enhanced £7p/m

Essentials £10p/m

Security

Secure Business Backup - from £4.99 (250GB)

Securely store a copy of your data in the cloud should the unthinkable happen.

Business Antivirus Protection - £4.99

Market leading security tailored for Business. 1 licence covers up to 5 desktop devices and unlimited mobile devices



**Means
Business**