



# Digital Voice in the Education Sector

02/05/2025

# Background

- Virgin Media O2 provides connections to all sizes of non-residential customers, from single traders to multinational companies and public sector clients
- We operate the largest network after Openreach
- We can cover “off-net” areas by using third party providers, like Openreach
- For our “on-net” analogue lines (exchange lines and ISDN services), and for any “off-net” WLR service we need to ensure that customers are moved off those services, as quickly and safely as possible
- Consumer services and CNI subject to Government Charters / checklists

## Get in touch

Are you ready to find out more about the switch to digital?  
Talk to one of our experts now

Call 0800 953 0180 or visit  
virginmediabusiness.co.uk



## WHAT ARE YOU WAITING FOR?

Your guide to upcoming UK telephony changes – and how you can make sure the switch from analogue to digital works for your organisation

# Why Change ?

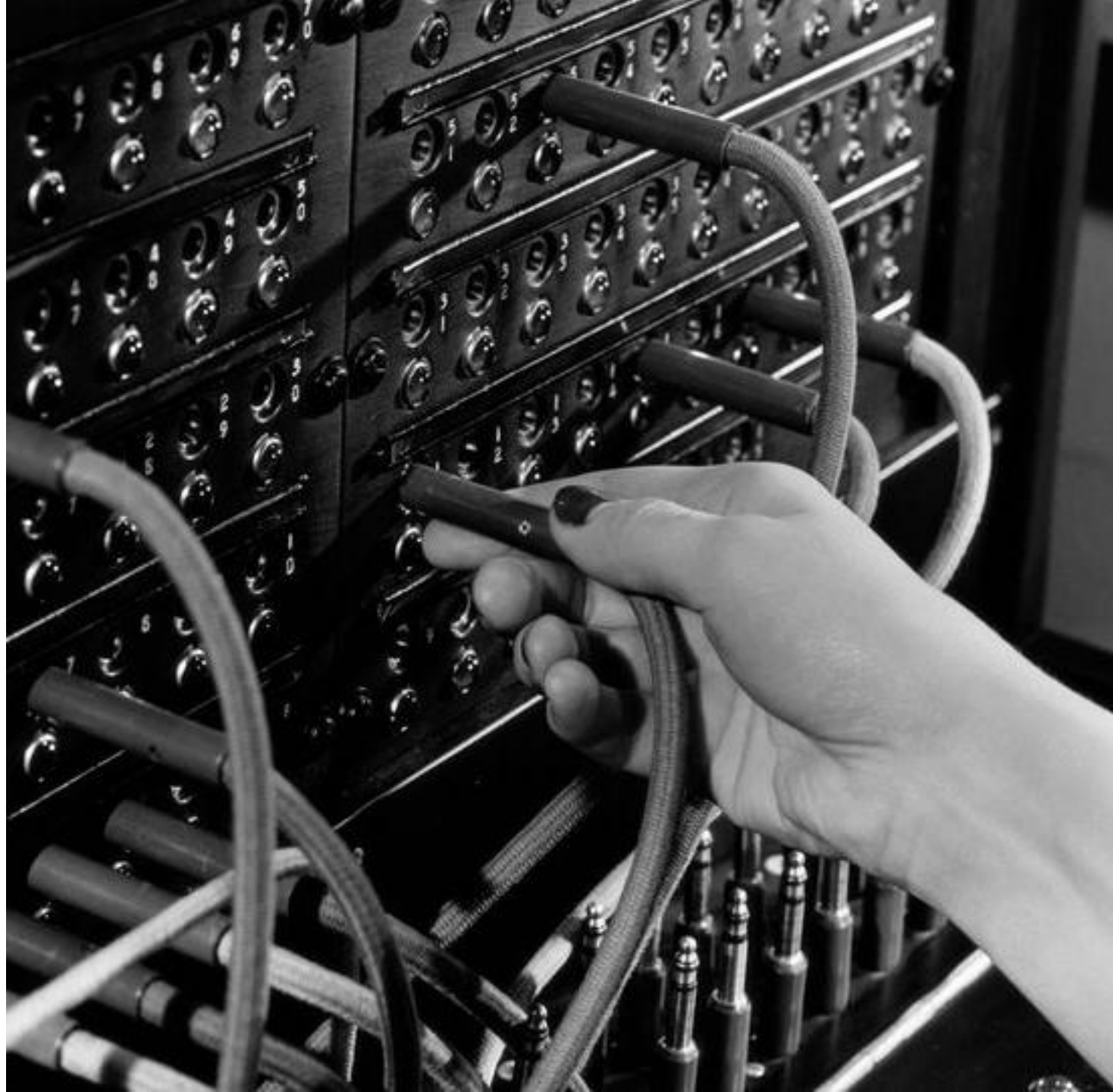
- PSTN is becoming increasingly unreliable
- If we did nothing the risk of sustained outages would continue to increase

## But....An Opportunity ?

- Review your services against your needs
- Available products have moved on – more solutions available
- Some lines may not be required – save money

## Act NOW !

- Speak with your account manager
- Work with our dedicated solution specialists



# Collaboration, Collaboration, Collaboration

- CTA = Get in Touch !



## Migration Timeline

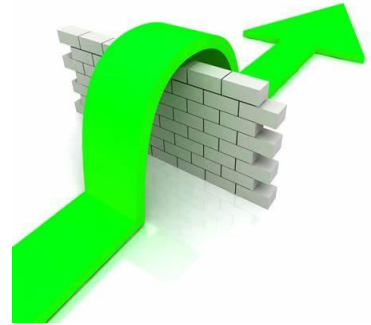
**2023/4 – Migration Comms sent to all on net analogue customers**

**Ongoing – Outbound calling campaign to discuss / chase customers**

**2025 – Comms to targeted customers in relation to migration dates**

- Where a customer does not respond will have a cease date set
- Non-critical customers will have soft cease placed onto line
- Critical customers will not be restricted, but escalation, potentially though Government can be made

## Challenges



**Customer may not respond if :**

- They are ignoring the migration
- We are not writing to the right person
- We don't have the right contact details
- Part of a wider group needs group engagement
- No response potentially means losing service

# What Happens in Real Life ?

- Understanding your estate and your needs is crucial
- Migration is not always like for like swap
- New solutions can be more suitable than traditional analogue lines that need to be retired
- If you can't get your needs met, there's lots of competition out there – but don't sit on your current lines

**Deskphones replaced - £ saving plus helps meet green targets**

**Call back feature allowed financially vulnerable callers to avoid long mobile hold times**

**MS Teams can provide transcription / recordings**

**Teams for Mobile can offer functionality for peripatetic staff**





Thanks !

