SureSwitch
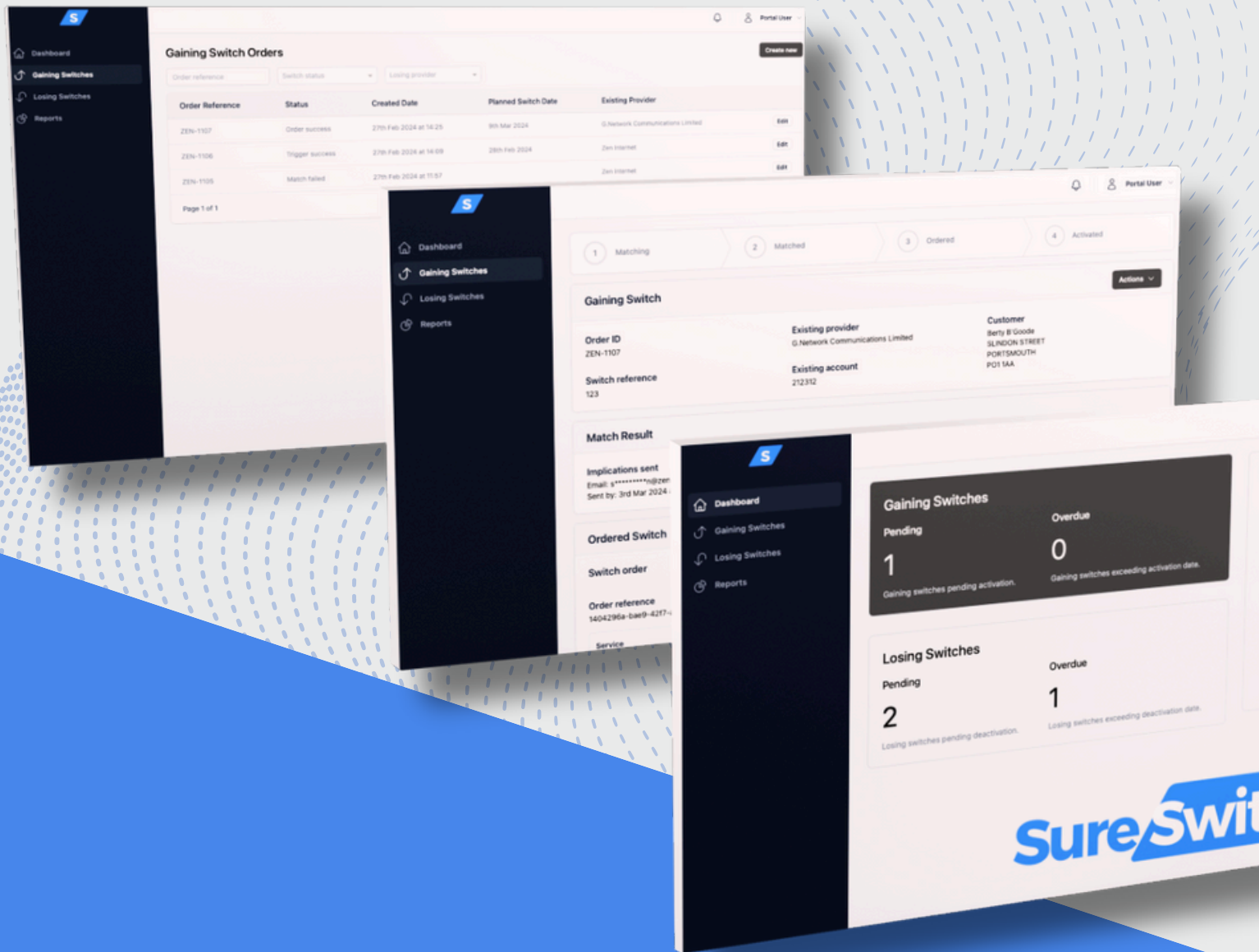
The smart solution for One Touch Switch

OZentive

Background

What is One Touch Switch?

In 2021, Ofcom unveiled the One Touch Switch (OTS) regulations, designed to streamline the transition for customers switching their fixed voice and broadband service providers by allowing their new provider to instruct the losing provider, on the customer's behalf, to cancel the current services. Under the OTS framework, comms providers (CPs) are required to participate in the OTS industry process by exchanging switching messages via the TOTSCo Industry Hub messaging platform.

This integration involves a sophisticated system of APIs and security protocols, ensuring seamless communication between providers and the Hub. It includes bidirectional data flow, with providers sending requests to the Hub and receiving service requests from it, all backed by stringent performance assurances.

The TOTSCo Hub went live on the 12th September 2024.

Does this apply to me?

If you're providing fixed voice or broadband services to residential customers—no matter how you deliver them—then the OTS rules apply to you.

Whether you run your own fibre network, deliver wireless internet to rural communities, or rely on wholesale providers to place orders, if you're the one sending the bill to the customer, you're responsible. That means you need to follow OTS regulations and connect with the TOTSCo Hub.
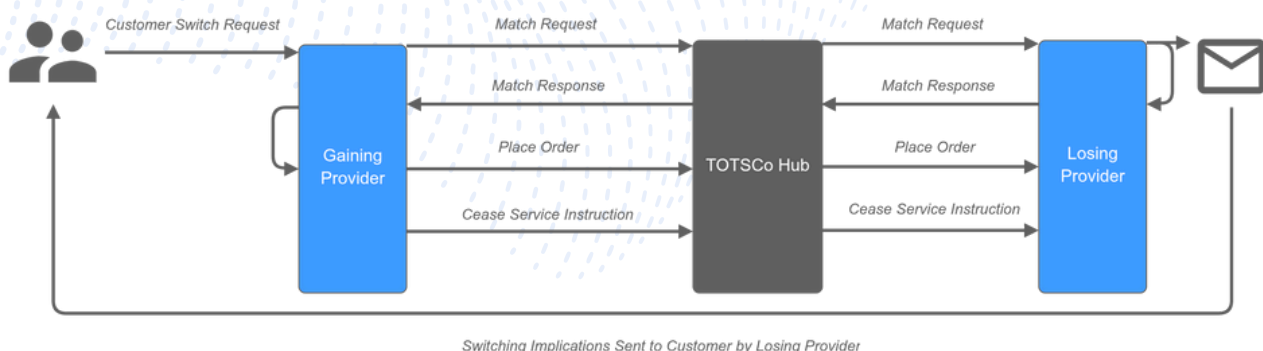
What about business customers?

Not yet. Although work is in progress to introduce Gaining Provider Led Business switching (GPLB), as Ofcom have instructed the industry to implement a similar process for business customers.

SureSwitch will support GPLB when it is live.

The One Touch Switch Process

- A communications provider receives a switch match request to establish if a customer is recognised as being contracted to them. In this scenario, the recipient of the match request is known as the losing provider, and the sender is the gaining provider.

- The losing provider must respond to the match request within 60 seconds to either confirm the customer and their matched services, or fail the match if the customer is not recognised. A confirmed match contains one or more possible switches that the gaining provider can choose.

- At the same time, the losing provider must send an email to the customer detailing the implications of leaving on the date the match request is sent, including any termination charges, etc.

- When ready to proceed, the gaining provider sends an order request for one of the available switches, which the losing provider confirms. The order contains an expected customer activation date.

- It is possible to update the expected activation date or cancel the order.

- When the customer has been successfully activated, the gaining provider sends a 'trigger' notification. This prompts the losing provider to deactivate the customer and cease billing.

High-level OTS Messaging Journey

Zentive has been involved with One Touch Switch from the start, providing technical expertise to the design process and is an official TOTSCo Managed Access Provider (MAP).

Leveraging our advanced knowledge of the OTS process, we developed SureSwitch—the only standalone, modular OTS solution that works for any CP, regardless of size or infrastructure. Designed for easy compliance, SureSwitch also offers powerful features to streamline your sales journey.

Features

- **SureSwitch Matching Webhook**

- **SureSwitch Switching API**

- **SureSwitch Portal**

- **Implication emails handled by SureSwitch**

- **Event Notifications**

- **Enterprise Level Design**

- **Integrates easily with all CRMs**

- **Out-of-the-box Integration for Splynx**

- **Free use of our Circuits CRM**

- **Industry Standard Security Features**

- **Unlimited Support**

- **Official TOTSCo Approved MAP**

- **Transparent, Affordable Pricing**

Where does SureSwitch sit within OTS?

SureSwitch is a SaaS application that serves as an intermediary between the TOTSCo Hub and your CRM. Instead of building a direct integration between your CRM and the TOTSCo Hub - which would require numerous APIs, ETC calculation logic, message queue management, and ongoing maintenance - SureSwitch simplifies the process by providing a single, lightweight webhook and a comprehensive Full API to handle all the complexities for you.

In addition, SureSwitch features an easy-to-use Web Portal that allows you to manage your account, generate reports, and manually place or update gaining match requests. With SureSwitch, the One Touch Switch is made simple. It provides a single light-touch webhook and a single Full API to handle the complexity for you.

How you want to implement SureSwitch is entirely your choice. You can use the webhook for losing match requests and the SureSwitch Portal for manually processing gaining switches. You can use the full API to automate gaining switches as part of your online sales journey, and you can use a mix of all three.
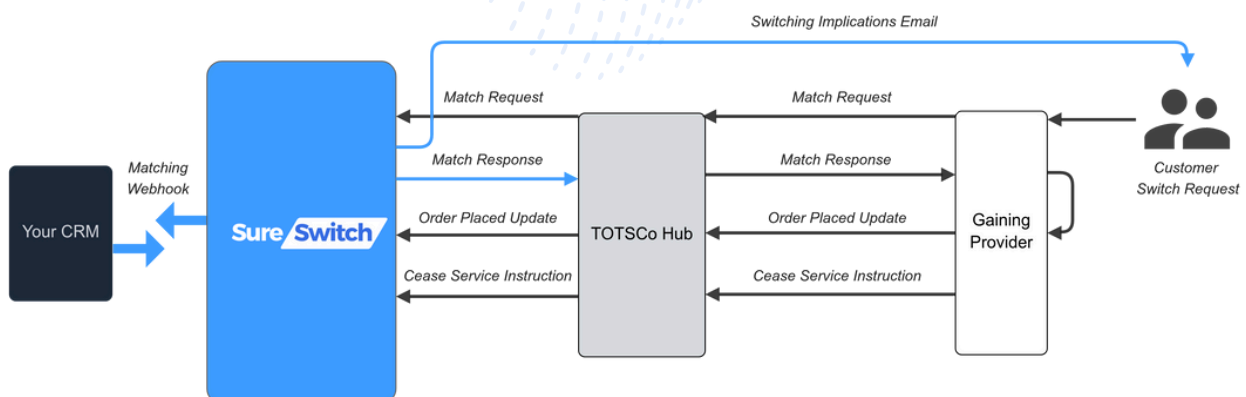
Many SureSwitch customers start by implementing the Matching Webhook to meet compliance and then progress to automating the gaining process via the Switching API.

Matching Webhook

The SureSwitch Matching Webhook provides a simple way to integrate your CRM with the TOTSCo Hub. When a match request is received, the webhook calls your CRM in real-time and returns the required information.

If the match is successful, SureSwitch will return confirmation of the customer's details along with services that can be switched to the Hub. At the same time, we'll email the customer the implications of the switch immediately.

The SureSwitch Matching Webhook will also provide updates to your CRM throughout the switch journey.

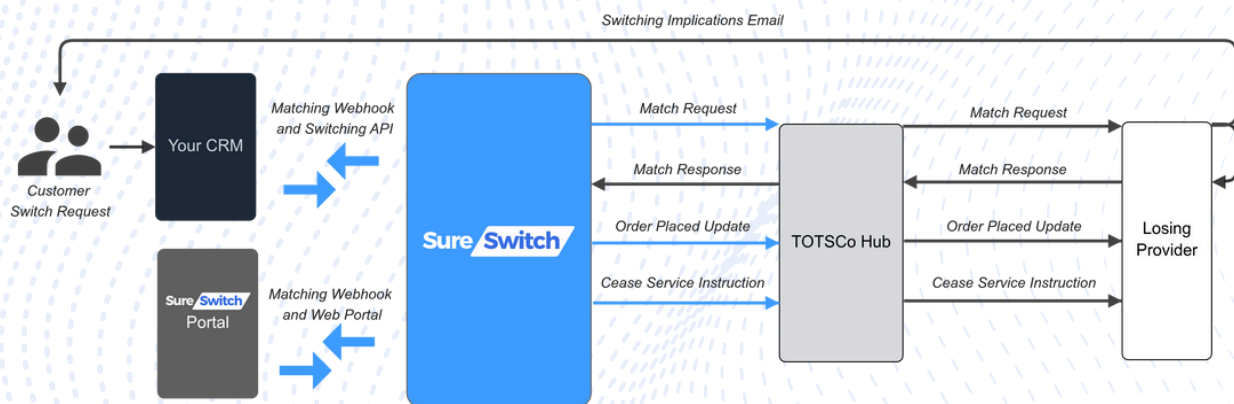Typical losing switch journey with SureSwitch

SureSwitch Switching API

The SureSwitch Switching API provides you with the full power of SureSwitch.

Integrating the OTS process into your online sales journey or your in-house customer service systems is easy with the SureSwitch Switching API.

Whether you want to add match requests to your online sales journey, let your customer service staff update a live switch, or pull reports into your business, it can all be done with one API.

You can find more about the SureSwitch API's here.

Typical losing switch journey with SureSwitch

SureSwitch Portal

Manage OTS from Anywhere

No matter how you use SureSwitch to support your business, you and your teams will also have access to the SureSwitch Portal.

The SureSwitch Portal provides an easy way to manage all aspects of OTS.
From keeping tabs on match requests and losing switches to placing match requests and updating in-flight switches, your teams can manage everything from anywhere.

The Portal also offers built-in reporting, powerful business information, and easy configuration of integrations and security settings.
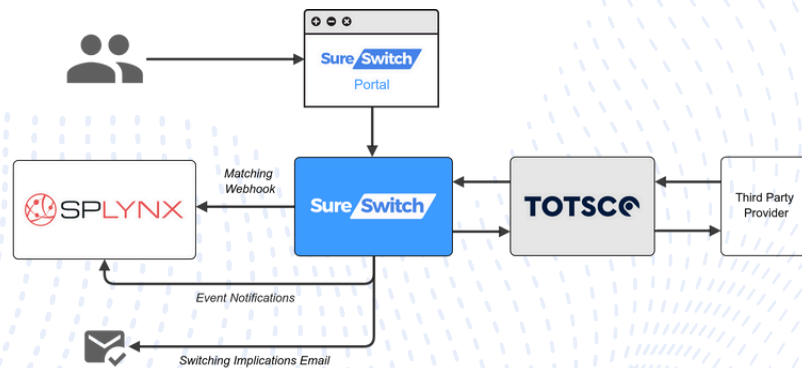
- **Initiate match requests**

- **Update In-flight gaining switches**

- **Generate reports and gain valuable insights**

- **Add users, at no extra cost**

- **Set access permissions for each user**

- **2fa and HMAC security features**

- **Generate API Keys for integrating directly to your website**

- **Configure data retention rules**

Out-of-the-box Integration for Splynx

We've teamed up with Splynx to provide the simplest and fastest method for integration to the TOTSCo Industry Hub.

Splynx users can take advantage of our ready to go integration for Splynx.

Simply enter your Splynx credentials in the SureSwtich Setrtings Page and SureSwitch can call straight into your Splynx customer database to respond to match requrests.

SureSwitch will also alert you to Match requests and orders by creating tickets against the customers account in Splynx and emailing you or your team everytime you need to know your attention is required.

All you need to do is relax and know OTS is taken care of.

- **Set-Up in minutes**

- **Implications sent by SureSwitch**

- **Support Tickets raised against the customer's account, keeping you updated**

- **Implications bcc'd to you, so you have a record of what was sent to the customer**

- **No technical knowledge required**

- **No additional cost for using the integration**

- **Full access to the SureSwitch Portal and Switching API for gaining switches**
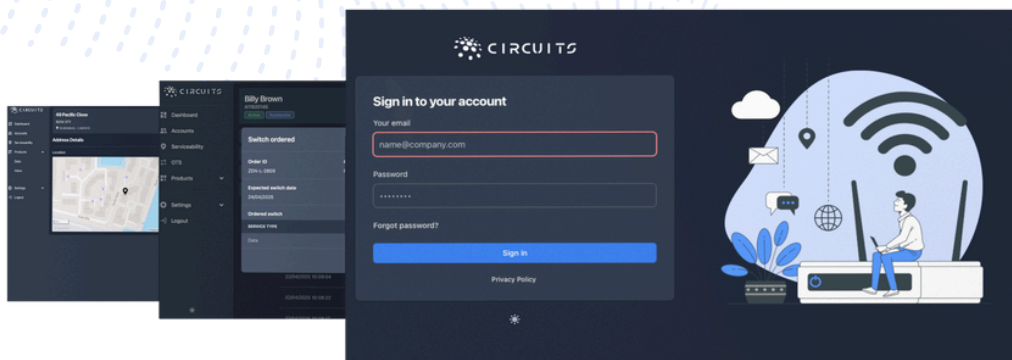
CIRCUITS

The Free CRM Designed for ISPs

If making your data available to a webhook isn't possible, or if you're looking to move to a CRM that is designed specifically for businesses like yours, Circuits is for you.

Circuits is a brand new CRM developed for ISPs and Telecoms Providers. Initially launched to help ISPs handle OTS, Circuits will soon offer a variety of features that, together, will allow you to manage all aspects of your business in one place. From OTS to placing orders and provisioning customers. Circuits will make it easier than ever to win customers and keep them happy.

- **Free to Use**

- **Unlimited Customers**

- **Unlimited Products**

- **Unlimited Users**

- **Enterprise-Level Security Features**

- **OTS Set Up in Minutes**

- **Create and Manage Support Tickets for Customers**

- **Drag and Drop Location Setting for Rural Customers**

- **Direct Integration to the new PXC Artemis API Set**

For more Information, contact the team at www.zentive.com or email sales@zentive.com

Onboarding and Support

Onboarding

Getting your business OTS-ready couldn't be easier.

Whether you plan to integrate to your own CRM, need a custom integration by us, or you're thinking of using Circuits for managing your customer data, the Zentive Team will support you each step of the way:

This includes:

- Registering your company with TOTSCo
- Obtaining your RCPID
- Supporting your team with integration to your CRM or the setup of Circuits
- Performing integration testing
- Obtaining your TOTSCo Ready status
- Paying TOTSCo fees

Support

We provide unlimited business hours of support to all SureSwitch customers, simply raise a ticket with the team by emailing support@zentive.com.

Pricing

Onboarding Fee

The SureSwitch onboarding fee is a one-off charge that covers account setup, TOTSCo registration, and required integration to secure TOTSCo Ready status.

SureSwitch Subscription & Subscriber Charges

The SureSwitch software subscription is £100 per month. The Subscriber charge is £0.055 per subscriber per quarter. These charges are invoiced quarterly in advance. We will write to you each quarter to obtain current subscriber numbers.

One-Off Charge

Item	Cost	Volume	Total
SureSwitch Onboarding Fee	£350	1	£350
One-Off Total			£350

SureSwitch Recurring Quarterly Charges (1000 subscriber example)

Item	Cost	Volume	Total
SureSwitch Software Subscription	£100	3	£300
SureSwitch Subscriber Charge	£0.055	1000	£55
Quarterly Total			£355

For example, for 1000 subscribers the quarterly charge is £300 + £55 = £355.

Community Interest Companies

Cost shouldn't be a barrier to compliance. That's why small and community ISPs with fewer than 500 subscribers receive a 50% discount on their SureSwitch Subscription.

For example, for 400 subscribers, the quarterly charge is £150 + £22 = £172

Custom Integration

As a specialist systems integrator, Zentive offers bespoke integration services where required. Development of bespoke integrations for your existing BSS is charged at £650 per day.

If you aren't currently registered with TOTSCo, we can handle that for you. If you are, we will contact TOTSCo to inform them you are now using SureSwitch, and all further communications and charges from TOTSCo will come through us.

TOTSCo Fees

TOTSCo also bases its fees on a subscription and subscriber basis; however, the fees are invoiced annually up front (Jan - Dec) and consist of a £350 annual subscription and a £0.28 charge per subscriber per year. However, the subscriber charge is discounted up to 10,000 subscribers.

(*The subscriber fees for 2025 are based on the number of residential customers you had on 30th June 2024*)

TOTSCo Charges Example

Item	Cost	Volume	Total
TOTSCo Subscription	£350	1	£350
TOTSCo Subscriber Charge*	£0.028	1000	£28
Annual Total			£378

*Includes sub 10,000 subscriber discount

Full Management MAP

SureSwitch is offered as a 'Fully Managed' solution. This means you'll only need to interact with Zentive, we'll liaise with TOTSCo on your behalf and invoice you for their fees.

The TOTSCo fees are charged at the same rate applied if contracting directly with TOTSCo.

More Information and Next Steps

Getting your business OTS ready couldn't be easier. There's more information on our website where you can also contact the team or book a free consultation to discuss your plans and requirements.

Web: www.zentive.com
Email: sales@zentive.com

About Zentive

For over 20 years, Zentive has been at the forefront of technical innovation as a trusted partner to the world's most successful organisations. Our passion for technology and its ability to solve complex challenges drives our teams to deliver exceptional solutions.

A strong background in systems integration, platform modernisation, and transaction processing makes us the ideal partner for your next project.
Zentive has worked with enterprise customers across a broad range of industries.

We believe that good design is the foundation of everything that we create. Our designers deliver bespoke designs to fit your exact requirements, using industry standards to create exacting specifications.

Wherever you are in your transformation journey, Zentive has the knowledge and experience to assist along the way.

We're Proud To Work With
Some Amazing Organisations.

For more information and case studies, please visit www.zentive.com

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Zentive

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