
Change to mobile internet pricing

Mobile internet pricing will be changing for pay monthly customers already on the customer base. Previously customers could pay up to £3 per MB out of bundle, but can put a cap in place meaning they never spend over £1.50 a day. Because customers are still not clear on what a megabyte is in terms of data usage the pricing will instead change to a flat rate of just 60p per day (with a fair usage policy of 25mb).

An SMS campaign is going live from 16th February to communicate the changes to the first phase of our customer base, and this will include 25,000 customers. Further phases will roll out later on in the year. Customers do not have the option to terminate their contract but are able to opt out if they don't want to change to the new pricing, and they can do so by responding to the SMS within 7 days. After this, they can still opt out at anytime by contacting customer services.

From March 31st when the pay monthly refresh launches all new customers will be on the new pricing structure of 60p per day out of bundle.

Any questions, please contact your Orange key account manager.