

## Summary

The refresh covers a range of changes to the published SME voice tariffs, including single user and multi-sub plans. The plans/bundles covered in this refresh are:

- Business Solo
- Business SIM Only
- Business Infinity (to become Business Solo Unlimited)
- Business Sense
- text bundles

This refresh has been specifically designed to address key customer insights and to make significant positive impact on the customer experience. The customer insight confirms that business customers want choice and flexibility, with simple options that are easy and straightforward to understand.

“My business requirements change constantly; give me a plan that adapts”

“Don’t include stuff I don’t need; I know I’m paying for it somewhere”

“I want to make sure I’m not paying for things I don’t need”

### **There are two key elements to the business tariffs in this refresh:**

1) the customer journey is changing to a new 4 step process where the customer chooses a talk benefit followed by their plan, then a “business package” (or inclusive benefit) before choosing any additional chargeable bundles

2) the ability for customers to swap their “business package” in-life, offering them the flexibility to change their benefits as their business needs change or buy additional “business packages” to customise their plan

## What's changed?

- choice of unlimited talk benefits as standard across all plans
- choice of business packages with the flexibility to change on a monthly basis
- removal of minimum call charge
- answer phone is now free on all talkplans
- focus on 24 month plans, with minute allowances remaining as they are currently
- 'unlimited' plans now form part of the Business Solo structure from £60 /mth
- there is still a 36 month 'unlimited' option, priced at £60 per month
- inclusive text allowances have increased, particularly at the higher price points
- no Direct only offer, with consistent offers across all channels

## Refresh Details

### Solo and Business Sim Only

The plan has been designed to be: 'simply flexible'. You can get everything you need in four simple steps, as shown in the diagrams below. (You'll see that Business SIM Only also features in the diagram. It's a very close relation of Business Solo – the only difference is that Business Solo is for customers who require a phone with their plan.)

**step 1.**

### choose your plan

Business Solo (if you want a new phone with your plan)	Business SIM Only (if you don't need a new phone)
	£15 450 mins 50 texts
£25 600 mins 100 texts	£20 600 mins 100 texts
£30 900 mins 150 texts	£25 900 mins 150 texts
£35 1350 mins 200 texts	£30 1350 mins 200 texts
£40 1800 mins 250 texts	£35 1800 mins 250 texts
£45 2100 mins 300 texts	£40 2100 mins 300 texts
£65 unlimited mins & texts	£45 2500 mins 300 texts

Both **Business Solo** and **Business SIM Only** come with:

- free Answer Phone
- free online itemised billing
- no mimum call charge
- UK based customer services

plus **Business Solo** comes with a 24 hour replacement service for faulty phones

**step 2.**

### choose your unlimited calls

unlimited landline calls

or

unlimited Orange to Orange calls

step 3.

### choose your inclusive flexible extra

Don't worry if your needs change, you can swap which benefit you include from month to month

#### email

BlackBerry® mobile email, or Microsoft Mail

#### mobile browsing

1GB mobile internet browsing bundle

#### unlimited texts

unlimited text messages  
(subject to fair usage policy of 3000 texts)

#### international calling

30% discount on all international calls made from the UK

#### calling while abroad

discount on all roaming calls made whilst abroad.  
(level of discount varies, depending on country)



step 4.

### add anything else you need

#### calling and texting

- unlimited Orange to Orange calls
- unlimited landline calls
- unlimited texts
- calling while abroad discount
- international calling discount

£6.38  
per month

#### mobile email and internet browsing

from  
£4.25

#### Orange Care

We know your phone is important to you, so you can cover it if it's lost, stolen, damaged or develops a fault. Ask staff for more details. Orange Care General Terms and Conditions apply.

Which options you include in step 4 will be up to you when you're creating your comms. You know which are most relevant to the customers in your channel.

### Business Infinity

Business Infinity will become an integral part of the Business Solo structure, and will be renamed to Business Solo Unlimited. The IDD and data elements have been removed from the core tariff and, as a result, the cost has reduced by £20 across all tenure points. Customers are able to benefit from all the great things that Business Solo offers, including the choice of talk benefit and business package, and the ability to buy additional chargeable business packages.

### Business SIM Only

Business SIM Only (or SIMO) for the single user gives the customer the great benefits of being with Orange without the need for commitment. Business SIMO plans all offer a 30-day rolling contract, as well as the ability to choose a talk benefit and one of the business packages to accompany the plan. In addition, Business SIMO customers can take advantage of the chargeable business packages to add further benefits.

The minute/text allowances for Business SIMO will increase in this refresh, and in order to simplify the structure Business SIMO will follow the structure and allowances of Business Solo 24 month, but at a £5 cheaper price for the same minute/text allowance.

## Refresh Details

### Business Sense

The plan has been designed to be: 'simply flexible'. You can get everything your business needs in four simple steps (see diagrams below).

step 1.

choose your plan		
monthly leader fee and minutes		minimum sharers
£30	500 UK mins	1
£40	750 UK mins	1
£50	1000 UK mins	1
£75	1500 UK mins	1
£85	2000 UK mins	1
£120	3000 UK mins	1
£155	4000 UK mins	1
£185	5000 UK mins	1
£275	7000 UK mins	5
£375	10000 UK mins	8
£450	12000 UK mins	10
£550	15000 UK mins	15
£725	20000 UK mins	20
£900	25000 UK mins	25
£1250	35000 UK mins	30
£1600	45000 UK mins	35
plus £15 per sharer		

step 2.

choose your unlimited calls
unlimited landline calls
or
unlimited Orange to Orange calls

All our Business Sense plans include:

- unlimited calls and texts between all sharers
- free Answer Phone
- 24 hour replacement service for faulty phones
- free itemised billing
- no minimum call charge
- UK based customer service

step 3.

**choose your inclusive flexible extra**

Don't worry if your needs change, you can swap which benefit you include from month to month

**calling while abroad**  
discount on all roaming calls made whilst abroad.  
(level of discount varies, depending on country)

**international calling**  
30% discount on all international calls made from the UK

**text**  
2000 messages to share

**discount**  
10% off leader fee

step 4.

**add more for those who need it**

**calling**

- unlimited Orange to Orange calls
- unlimited landline calls
- calling while abroad discount
- international calling discount

£6.38 per month per person

**mobile email and internet browsing**

from £4.25

**texting**

Unlimited texts for an individual for £6.38 a month, or we have a great range of text bundles from 250 to 5000 that everyone on your plan can share.

**Orange Care**

We know your phone is important to you, so you can cover it if it's lost, stolen, damaged or develops a fault. Ask staff for more details, Orange Care General Terms and Conditions apply.

Which options you include in step 4 will be up to you when you're creating your comms. You know which are most relevant to the customers in your channel.

**Sharer limits**

Maximum sharer limits on Business Sense will be removed to allow customers to customise their plan to suit their requirements. This makes Orange much more competitive given that all the competition have maximum sharer limits in place (although T-Mobile is 250).

minute bundle	Orange	Vodafone	O2	T-Mobile
500	no limit	5	-	250
750	no limit	8	-	250
1000	no limit	10	-	250
1500	no limit	15	6	250
2000	no limit	20	10	250
3000	no limit	60	18	250
4000	no limit	70	26	250

## Text bundles

Text bundles are add-on bundles that offer additional text allowance and are available on all tariffs.

This refresh will see the number of text bundles available to customers go down from 14 to 7, offering an unlimited bundle, 2 single user bundles and 4 sharer bundles with the option of taking them on a 30 day rolling contract or 18 month+ contract. This will give customers greater choice and flexibility in terms of being able to add/remove the bundles when needed or tie in for a longer contract for a lower price.

The table below shows the text bundle offerings from the competition versus the new Orange structure and pricing:

bundle size	Orange				O2	Vodafone	T-Mobile
	30 day		18mth+		24mth	30 day	30 day
	single	group	single	group			
50							£1.50
100						£3.00	
200					£2.50		
250	£3.00		£2.50				
400							
500	£4.80		£4.00		£5.00		
1000		£9.60		£8.00			
2000							
5000		£48.00		£40.00			
unlimited	£7.50		£6.38		£6.50	£5.00	£2.50
fair use	3,000		3,000			3,000	
OOB	10p				10p	10p	10.21p

## Chargeable add-ons

In addition to the chargeable business packages that can be added onto Business Sim Only, Business Solo and Business Sense, business customers can still benefit from our existing range of add-ons, including (but not limited to) Orange World for Business data bundles, BlackBerry Internet Service, BES Express, BES, MS Mail, MMS bundles, roaming bundles/products, etc. Please refer to your price book or search for more information on [www.orange.co.uk](http://www.orange.co.uk) for all the latest pricing and details of these additional services.

## Competitive Landscape

### SIM Only

Relatively high minute allowances, talk benefit and 1 flexible extra choice keeps Business SIM Only from Orange very competitive.

Orange		
cost	mins	texts
£15	450	50
£20	600	100
£25	900	150
£30	1350	200
£35	1800	250
£40	2100	300
£45	2500	350
unlimited benefits		
choice of talk benefit		
choice of benefit		

Vodafone		
cost	mins	texts
£17.02	600	unltd
£25	500	250
£30	750	250
£35	1000	250
£40	1250	250
unlimited benefits		
landline calls		
500MB & unltd email		

O2		
cost	mins	texts
£20	300	100
£25	600	unltd
£35	1200	unltd
£60	unltd	unltd
unlimited benefits		
calls on O2		
calls to 10 landlines		

T-Mobile		
cost	mins	texts
£17.02	600	500
£21.28	900	500
unlimited benefits		
1x flexible booster		

## Single user contracted tariffs

With the exception of T-Mobile, Business Solo from Orange offers the highest minute allowances in the market and the greatest flexibility.

### 18 month plans

Orange			Vodafone			O2			T-Mobile		
cost	mins	texts	cost	mins	texts	cost	mins	texts	cost	mins	Texts
£25	360	50							£25	600	500
£30	540	100	£30	500	250				£30	900	500
£35	810	150	£35	750	250				£35	1200	500
£40	1080	200	£40	1000	250						
£45	1260	250	£45	1250	250						
£70	unltd	unltd									
unlimited benefits			unlimited benefits			unlimited benefits			unlimited benefits		
choice of talk benefit			landline calls						1x flexible booster		
Choice of benefit			500MB & unltd email								

### 24 month plans

Orange			Vodafone			O2			T-Mobile		
cost	mins	texts	cost	mins	texts	cost	mins	texts	cost	mins	Texts
£25	600	100	£25	500	250	£25	300	100	£25	900	500
£30	900	150	£30	750	250	£30	600	unltd	£30	1200	500
£35	1350	200	£35	1000	250						
£40	1800	250	£40	1250	250	£40	1200	unltd			
£45	2100	300									
£65	unltd	unltd				£65	unltd	unltd			
unlimited benefits			unlimited benefits			unlimited benefits			unlimited benefits		
choice of talk benefit			landline calls			calls on O2			1x flexible booster		
choice of benefit			500MB & unltd email			calls to 10 landlines					

## Multi-sub contracted tariffs

Business Sense remains competitive in the market, particularly with the new talk benefit and **flexible extra** choices.

### Effective pence per minute

The effective pence per minute rates in Business Sense is competitive versus Vodafone and O2, with O2 actually increasing in their latest refresh. T-Mobile still leads the way with a 2ppm rate.

minute bundle	ppm
Orange Business Sense	£0.030
Vodafone Total Business	£0.039
O2 Business Share	£0.046
T-Mobile Business 1-Plan	£0.020

### Unlimited benefits

Orange offers a choice of talk benefits and **flexible extras**, which differentiates Orange in the market; however our competitors do offer a text benefit as standard, whilst Orange offers unlimited closed user group calls and texts.

## Roaming rates

The “calling while abroad” **flexible extra** offers discounted roaming rates, in exactly the same way the Business World Traveller product does. The following table shows how these discounts stack up against competitive products:

		EU	other Europe	USA & Canada	Asia & Pacific	Middle East	rest of world
O2 'International Traveller Service'	make <sup>†</sup>	30p	81p	90p	60p	£1.20	£1.20
	receive	15p	52p	39p	43p*	85p	85p
'Vodafone World'	make <sup>†</sup>	33p	£1.40	90p	£1.40	£1.40	£1.40
	receive	15p	£1.00**	75p	£1.00	£1.00	£1.00
T-Mobile rates	make <sup>†</sup>	33p	£1.40	55p	75p	£1.40	£1.40
	receive	17p	£1.00***	50p	30p****	£1.00	£1.00
Orange Business World Traveller	make <sup>†</sup>	25p	70p	60p	55p	£1.10	£1.20
	receive	15p	25p	45p	50p	70p	75p

## Orange Care

Orange Care provides worldwide cover for Orange phones or data devices for loss, theft, damage (accidental and malicious) and faults. If a replacement is required, Orange will arrange to send a replacement to any UK address, usually within 24 hours of the customer's claim being agreed.

The handset, battery, charger, SIM card and, where it's been provided in the box as standard at the point of sale, the memory card are all covered through Orange Care (the memory card would only be covered if the handset has been lost or stolen).

Orange Care cannot be added to:

– accessories (such as wrist straps, carry cases, handsfree kits, Bluetooth headsets, styluses, car kits, etc.)

– SIM only connections

– Personal Line subscriptions

– laptops (including embedded SIM laptops) if a customer has taken a laptop and dongle offer; only the dongle will be eligible for Orange Care

– non-Orange approved generic handsets

Orange Care will cost business customers £6 per device per month, and there is a minimum four month subscription. For Orange Care on iPhone, please refer to the relevant documentation.

## Key Selling Points

- choice of one unlimited talk benefit as standard across all plans
- choice of inclusive business packages across all plans
- flexibility to swap the business package on a monthly basis to ensure that the customer can change their benefits as their business needs change
- flexibility to customise the plan on a monthly basis
- simplifying the plans by presenting a single customer journey
- offering the highest minute allowance versus our competitors (on Business Solo and Business SIM Only)
- simplifying the structure by presenting Business SIM Only and Business Infinity alongside Business Solo, following the same customer journey and structure
- creating a stronger identity within the tariff structure by presenting clear benefit choices that reflect customer need

