

TelecomPlus

Strategy



Strategy

We seek to increase our share of the markets in which we operate, improving the value, range, and quality of service we provide, to build an ever more robust and sustainable business serving the interests of all our stakeholders - our Partners, customers, employees and shareholders.

We aim to achieve this primarily through organic growth, by leveraging our greatest asset - our Partners. In return for recommending UW to their friends and family, we offer people of any age, gender, location or educational background an alternative and highly flexible way to earn an additional income and achieve their personal goals.

Our Partner model is underpinned by our highly referable UW customer proposition: by supplying households and small businesses with a wide range of essential services - broadband, mobile, energy and insurance - we enable our customers to get on with their lives, and to spend the time and money they save through UW on things that actually matter to them, rather than worrying about whether they are being overcharged by their existing suppliers.

By effectively combining this unique route to market with the defensive revenue streams generated by the essential services we supply, we aim to deliver a robust, growing and sustainable business.

At the heart of this strategy is the clear alignment of interests between us and our Partners. Put simply, their success is our success; so our focus is therefore on growing the number of successful UW Partners.

Increasing the number of Partners actively recommending UW

Becoming a UW Partner is, in itself, a highly marketable consumer proposition whose attractiveness has been highlighted during the pandemic, when prolonged periods of working from home have altered perceptions of the traditional work/life balance; and the flexible and sustainable opportunity we offer our Partners adds up to much more than just an income.

We aim to empower tens of thousands of people, from all backgrounds, to get on in life through UW, in their own time, and on their own terms; we believe the UW Partner model is ideally suited to meet the rising demand for new ways of working, so raising awareness of our opportunity, and positioning it for mass appeal is a key priority.

Making it easier for our Partners to achieve their goals through UW

At the heart of our strategy is the clear objective of making it easier for our Partners to promote UW. We break this down into three distinct areas of focus:



1. Investing in tools for our Partners

Continuing to deploy significant resources to identify the challenges our Partners face on a day-to-day basis, then developing solutions which address them. In the past year this work was heavily focused on enabling them to gather customers and sign up new Partners remotely.

2. Simplifying and developing our multiservice customer proposition to improve its referability

Maintaining a relentless focus on delivering best-in-class service and support to our customers, always treating them fairly, and investing in our technology and support teams to achieve this. To these ends, we have significantly improved access for our customers through longer call-centre opening hours, introducing online chat, and enhancing our mobile app.

Equally importantly, continually seeking to simplify and improve the competitiveness of our proposition, and innovating where necessary. And further evolving our customer proposition to reflect consumer demand in each of the markets we operate in - for example full fibre broadband, EV charging points and in-home smart energy services.

3. Opening up significant additional markets

Expanding our current range of services into related areas - such as our progressive move into the insurance market with the introduction Home Insurance and Boiler and Home Cover. Similarly the success we have had in increasing the number of boiler installations through Glow Green.

And broadening the appeal of our customer proposition to segments of the market we currently do not target - notably tenanted properties (potentially via a 'take control' PAYG proposition), and in due course relaunching our proposition for SMEs, an attractive and underserved segment of market in which we have historically enjoyed success.

Supplementing the success of our Partners

Our Partners offer a route to market that is unparalleled in its ability to promote a complex multiservice proposition at a sustainable cost, and to target desirable market segments.

However, we see considerable further value in supplementing their successes: as we evolve our customer proposition and introduce additional services, we want our existing customers to benefit from the improvements we deliver, increase the number of services they take from us, and thereby extend their lifetime with us.

In order to build on the original recommendation made by our Partners, we are investing heavily in our cross-selling capabilities, sharing the benefits of any additional services taken by customers with our Partners.

We are always looking for opportunities to strengthen our business in parallel with our Partners, such as expanding UW Home Services to install smart meters for other energy suppliers, or replicating our model in other countries whose utility markets have been opened to competition.



In return for recommending UW to their friends and family, At we offer people of any age, gender, location or educational background an alternative and highly flexible way to earn.