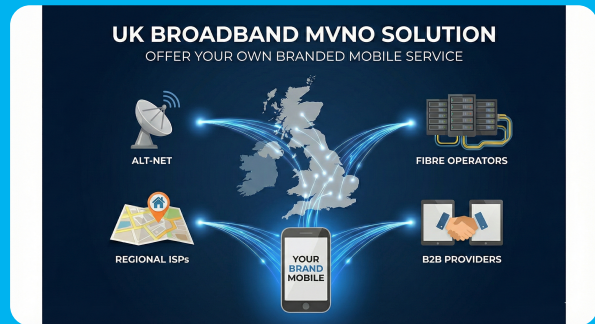


FREE GUIDE

# The Altnet Growth Playbook

How UK broadband providers can add mobile to their offering — without the complexity.



## The Market Reality: What Ofcom's TAR Tells Us

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Ofcom's Telecoms Access Review 2026–31, published in March 2026, paints a clear picture of where the UK broadband market stands — and where the pressure is building.

- **Alt-net coverage grew 27% year-on-year**, reaching 16.4 million premises by end of 2024, with nearly 750,000 customers switching to alt-nets in the same period.
- **Over 70% of UK premises can now choose between two or more broadband networks**, and 22% have access to three or more. Competition for every customer is intensifying.
- **Openreach lost over 800,000 net lines** in the year to March 2025, as customers moved to alternative providers — but those alt-nets now face the same retention challenge.
- **Ofcom's non-competitive areas shrank from 30% to just 14%** of the UK, meaning the vast majority of the market is now contested.

Building the network was the first challenge. Winning and keeping customers is the next one.

## Why Mobile? Why Now?

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Alt-net providers have built impressive fibre networks, but customer acquisition costs are rising, churn remains stubbornly high and ARPU is under constant pressure from price comparison sites and aggressive bundling by the big four.

Adding mobile to your broadband offering changes the equation. Bundled customers are harder to poach, willing to pay more and stay longer. But until now, launching a mobile service meant navigating Ofcom regulation, negotiating MNO agreements, hiring specialist staff and investing millions in infrastructure.

It doesn't have to be that way.

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# 1. Bundle Mobile Without Hiring a Logistics Team

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The traditional MVNO model requires you to build a team: regulatory specialists, logistics for SIM fulfilment, customer support agents trained on mobile and technical staff to manage network integrations. For an alt-net provider focused on fibre, that's a distraction you can't afford.

**The managed approach:** With a Mobile as a Service platform, the heavy lifting is handled for you. Your customers see your brand — your portal, your plans, your pricing — but behind the scenes, the platform provider manages:

- **Ofcom compliance** — licensing, number management and regulatory reporting
- **SIM and eSIM provisioning** — no warehouse, no logistics chain, no physical stock
- **Number porting** — automated PAC code processing so customers can switch seamlessly
- **Billing and payments** — recurring subscription management integrated with your existing systems
- **Customer self-service** — a branded portal where customers manage their own account

You focus on what you do best: marketing to your base, acquiring customers and growing revenue. The operational complexity sits with your platform partner.

**KEY TAKEAWAY:** Go from decision to live mobile service in weeks, with no new hires and no capital expenditure on infrastructure.

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## 2. Increase ARPU and Make Your Customers Sticky

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Every broadband provider knows the problem: customers shop on price, switch easily and your ARPU stagnates. Mobile changes the dynamic in three important ways.

## HIGHER ARPU

A broadband-only customer might pay you £25–35 per month. Add a mobile plan at £15–25, and your ARPU increases by 50–80% overnight. Even with competitive mobile pricing, the incremental revenue is significant.

| SCENARIO                            | MONTHLY ARPU | ANNUAL REVENUE PER CUSTOMER |
|-------------------------------------|--------------|-----------------------------|
| Broadband only                      | £30          | £360                        |
| Broadband + 10GB mobile             | £45          | £540                        |
| <b>Broadband + Unlimited mobile</b> | <b>£55</b>   | <b>£660</b>                 |

## GREATER STICKINESS

Bundled customers are fundamentally harder to move. Switching broadband provider is one decision. Switching broadband *and* mobile is two — and the friction doubles. Industry data consistently shows that converged customers have 30–50% lower churn rates than single-service customers.

**EXAMPLE:** 50,000 subscribers at 15% churn = 7,500 lost per year. Reduce churn by 5 points with a mobile bundle and you protect **£900,000 in annual broadband revenue alone.**

## HIGHER LIFETIME VALUE (LTV)

The combination of higher ARPU and lower churn has a multiplying effect on lifetime value. A customer paying £55/month who stays for 4 years instead of 2 is worth £2,640 versus £720 — a 3.7x increase in LTV.

**THE BOTTOM LINE:** Adding mobile doesn't just generate new revenue — it protects the revenue you already have.

## 3. The Tech Behind It: Integration Options

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A modern Mobile as a Service platform is designed to slot into your existing operations with minimal disruption. Here's what the integration typically looks like.

### BRANDED CUSTOMER PORTAL

A white-label web application hosted on your domain (e.g., mobile.yournetwork.co.uk). Your customers sign up, choose a plan, activate their eSIM or order a SIM and manage their account — all within your brand.

### API INTEGRATION

RESTful APIs allow you to connect the mobile platform to your existing systems:

- **CRM integration** — sync customer records between your broadband and mobile platforms
- **Single sign-on (SSO)** — let customers use their existing broadband login for mobile
- **Billing consolidation** — present a single bill for broadband and mobile services
- **Usage and analytics** — pull mobile usage data into your existing reporting tools

### UNIFIED CUSTOMER APP

Once your mobile service is live, the platform can be extended to give your customers a single app for managing both broadband and mobile — something most alt-nets don't offer today. This becomes a powerful differentiator and reduces support overhead.

### WHAT YOU DON'T NEED

You don't need to integrate with mobile core networks, negotiate roaming agreements or build provisioning systems. The platform abstracts all of that. Your integration is at the business layer, not the network layer.

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## 4. Use Free Roaming to Steal Market Share

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Here's a tactic the big operators won't expect from an alt-net: include international roaming in your mobile plans.

### WHY ROAMING MATTERS

Post-Brexit, EU roaming surcharges have returned for many UK networks. Customers travelling abroad face unexpected bills or have to buy separate travel SIMs. It's a genuine pain point — and an opportunity for you.

### THE PLAY

By partnering with a platform that has established travel eSIM capabilities, you can offer your customers:

- **Inclusive roaming in popular holiday destinations** — a headline feature that grabs attention
- **Affordable travel data add-ons** — easy upsell for business travellers and frequent holidaymakers
- **No bill shock** — a trust-building differentiator in your marketing

### WHY IT WORKS FOR ALT-NETS

Your competitors in the broadband space aren't offering this. The big mobile operators charge for it or restrict it. You can position your converged offering as genuinely better value — not just on price, but on the experience of using it day-to-day, at home and abroad.

*“Switch to [YourBrand] broadband and mobile — with free roaming in 40+ countries.” That's a headline your competitor running fibre-only can't match.*

## 5. Reduce Churn and Protect Your Base

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Churn is the silent killer of alt-net profitability. You spend heavily to acquire each customer, and every one who leaves before you've recovered that cost erodes your margin. Mobile is your most powerful churn reduction tool.

### THE BUNDLE EFFECT

Bundled customers churn at significantly lower rates. But the effect goes further than simple inertia:

- **Perceived value increases** — customers feel they're getting more from you, even if the individual prices are competitive
- **Switching cost rises** — moving one service is easy; moving two requires coordinating two switches, two sets of account details and two activation dates
- **Emotional investment deepens** — customers who use your app daily for mobile are more engaged with your brand than those who only think about you when the broadband bill arrives

### PROACTIVE RETENTION

A mobile service also gives you new data signals for retention. You can identify at-risk customers earlier by monitoring:

- Declining mobile usage (a sign they may be trialling another provider)
- Support ticket patterns across both services
- Payment behaviour changes

This data lets your retention team act before the customer has made up their mind to leave.

**THE NUMBERS:** A typical alt-net with 50,000 subscribers at 15% annual churn loses 7,500 customers per year. Reduce churn by just 5 points and that's 2,500 fewer customers lost — *£900,000 in protected annual revenue* — before counting mobile revenue itself.

## Getting Started

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Adding mobile to your broadband offering doesn't require a board-level transformation programme. With the right platform partner, the path is straightforward:

1. **Commercial agreement** — low setup cost, revenue share model aligned with your success
2. **Brand and portal setup** — your branding, your domain, your customer experience (weeks, not months)
3. **Soft launch** — start with a segment of your base to validate demand and refine your proposition
4. **Scale** — roll out to your full customer base and include mobile in all new customer acquisition

The alt-nets that move first will establish mobile as part of their brand identity. The rest will be playing catch-up.

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**Ready to explore what mobile could do for your business?** Get in touch with the Bluehouse Technology team to discuss your requirements and see the platform in action.

Visit [bluehouse-technology.co.uk/products-mvno.html](https://bluehouse-technology.co.uk/products-mvno.html) to use our Revenue Calculator and see the numbers for your subscriber base, or email [sales@bluehouse-technology.co.uk](mailto:sales@bluehouse-technology.co.uk) to book a conversation.

*Sources: Ofcom Telecoms Access Review 2026–31 (March 2026). © 2026 Bluehouse Technology Ltd. All rights reserved.*