

The Complete Solutions Provider

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0870 is changing . . .

OFCOM have determined that in 2008 the cost of calling 0870 numbers will be dramatically reduced and all revenue sharing will cease. The timescale for this is currently under review by Ofcom and a statement is proposed in spring 2008. This means that 'Number Providers' will lose their revenue stream and therefore will start charging you for your incoming calls in order to make their revenue.

In short you will soon pay to receive incoming calls on your 0870 numbers!

What are your options?

Option 1 - Change your numbers to 0844

These will cost 4.25ppm to call (excluding VAT), almost half the cost of calling 0870 and with all the benefits including a rebate of up to 1p per minute dependent upon call volume. Many household names e.g. Next Directory and Viking Direct have already changed to 0844 bringing this prefix to the fore.

Option 2 - Change your numbers to 0871

These will cost 8.5ppm to call (excluding VAT), 0871 again has all the benefits of 0870 but offers a significantly higher revenue share due to the call cost.

All options can be run in tandem with your existing numbers and, when Ofcom implements their changes, your customers should be contacting you on the 0844/0871 numbers. In the unlikely event that your customers are still calling the 0870 numbers we also have a facility to put a message on these numbers directing them to your new telephone number. The message facility can cope with up to 5000 simultaneous calls and can be activated as soon as you require.

What next?

- Think about which of the above options suits your requirements
- Call **0844 844 0121** to arrange a no-obligation review with one of our Account Managers
- We can connect your choice of numbers free of charge, and with no ongoing costs
- You use your new numbers in tandem with your existing 0870 numbers and start to promote new numbers to your customers
- Customers will be able to call you on both your existing 0870 and your new number/s
- When changes are implemented your customers should be calling on the new numbers only and you can cease your 0870 numbers completely

Ofcom documents

Summary

http://www.ofcom.org.uk/consult/condocs/nts_forward/statement/#2

Full Document

http://www.ofcom.org.uk/consult/condocs/nts_forward/statement/statement.pdf

If you have any questions or would like more information on the above, please call our Sales team on 0844 844 0121 or e-mail sales@coachhousecommunications.co.uk

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