



Silver Lining Briefing Note Ofcom's changes to non-geographic numbers



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The Main Changes:

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- Charges will be unbundled into an access charge and a service charge
- Price points are being rationalised from the current 300 down to 80
- Removing call set up charges
- The number promoter must clearly advertise pricing
- 0800 from mobiles will be free to callers

Summary of the upcoming changes:

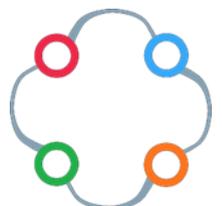
- NGCS goes live from 1st July 2015
- So consumers dialling 08 and 090 numbers will pay an "access charge" and a "service charge" (from 1st July 2015)
- The service charge is the cost of the 08 number (i.e. 5ppm); the access charge is a ppm charge that is set by the operator that provides the service to that consumer on the device that they are calling from e.g. if the caller dials from a BT landline to an 0844 5ppm number, they will be charged BT's access charge (BT will have to tell you what that is) and the 5ppm for the service charge



- In the new regime Ofcom mandates that the promotion/advert of the number must say what it costs i.e. advert should say "calls cost 5 pence per minute plus your network's access charge" (this will require you to review all of your current printed literature that advertises the numbers, websites etc.)
- There are 80 new price points in the regime, including higher rate Premium Rate tariffs (previously the highest was £1.50 per minute)
- On the 08 "non-premium rate" numbers there is 0ppm through to 13ppm in the new regime
- Number range holders have been asked to map their ranges onto the new 80 price points – this has been completed at the back end of last year, however, there is no "lock down" period so operators can change their minds and change their mapping on their number ranges

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- Talk Talk Business (TTB) and most other major operators have mapped the existing 5ppm 084 ranges to 7ppm; this is because from July 1st TTB no longer get a cut of BT's connection charge (BT charge consumers circa 15p to connect a call to 08 numbers) so in order to ensure we can still "out pay" what we do today, the tariff needed to be raised to 7ppm
- Operators that need to charge the access charge will keep 100% of that access charge – Ofcom has made it very clear that access charges must be published to consumers so that consumers are in no doubt as to what their network provider is charging them as the access charge
- TTB will be issuing Silver Lining new rate cards on all the new 80 price points in the next couple of weeks
- 0800 costs will be higher as from July 1st. All calls from BOTH mobile and landline must be free to consumers as part of the new regime
- Operators (like TTB) will most likely bill this in two parts, one part for mobile callers and one part from landline callers
- The Mobile Operators successfully argued with Ofcom that it costs them more to take an 0800 minute across their network, so that is why costs will go up on 0800. Landline costs to call 0800 will most likely stay the same as today

Silver Lining 5 point plan:

1. Are you affected?

- Do you currently advertise 08 or 09 numbers to consumers

2. Review affected numbers / services

- Who supplied them (if you have numbers from other providers other than Silver Lining) and any network service being used
- Are any services paid through revenue share

3. Review options

- Remain "as is"
- Change to another 08/09 number
- Switch to 03xx instead
- Use geographic number 01/02

4. Commercials

- Verify business impact of new rates

5. Managing the impact

- Now may be a good time to review your overall call handling strategy
- Silver Lining is here to help and would invite you to ask us for advice you and if you want guidance on planning or reviewing your current number ranges

Some ways in which Silver Lining can help:

Business numbers

Through our partner Talk Talk Business we have access to one of the widest range of business numbers (08xx, 09xx, 03xx, 01/02xx). We can also port in numbers from all the major carriers

Flexible Numbers

Inbound can be used with any service type geographical or non-geographical. Extensive cloud based call handling products for all sizes of business

03xx

If you are using 08xx numbers (whether from Silver Lining / Talk Talk Business or not) we can supply equivalent 03xx numbers

Free to Caller

"Free to caller" number announcement services are available for larger customers

Designed for you

Many customers use our off the shelf products but we can also supply customised solutions to meet a wide variety of different business and commercial needs



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