

Ofcom number change regulations

Preparing for Change

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WHAT ARE THE CHANGES AND WHY ARE THEY BEING MADE?

Consumers expressed a range of concerns to Ofcom about 08xx and 09xx numbers, which included a lack of clarity about call pricing and excessively long call waiting times. So, over the last few years, Ofcom has been addressing these concerns, and looking at solutions which would improve price transparency and strengthen consumer protection.

Most importantly, Ofcom wanted to make sure that consumers were:

1. Better informed about the price of calls
2. Able to complain about excessively long call waiting times
3. Better protected from scams

As a result of this, the number ranges that have been or will be affected are:

1. 0871/0872/0873
2. 09
3. 0870

A new 03 number range has also been introduced by Ofcom, designed primarily for public sector and not-for-profit organisations.

Ofcom have now confirmed its proposals on all number ranges. So, it's now time to start thinking about whether you will keep your existing numbers or select a set of new ones.

Why the delay in communication?

Although the OFCOM ruling was published in April 2009, the major carriers and underlying network providers have only recently finalized their commercial terms. This meant that we were only able to issue this communication on 30th June 2009.

To help you make a decision regarding the forthcoming number changes, we have produced this information booklet so you make the right choices for your business. You may find that because of the regulations some of the numbers could involve a bigger decision, but most importantly, we want you to be comfortable with the choice you make, so if you have any further questions please get in touch. We are dedicated to ensuring that this process runs as smoothly as possible for your business.

With these changes you have two options:

1. Stay with your existing number
2. Move to another number range

OfCOM NUMBER CHANGE REGULATIONS

CONFIRMED OfCOM CHANGES TO 0871, 0872, 0873, AND 09 NUMBERS

From 1 August 2009, the premium-rate regulator PhonepayPlus will regulate 0871, 0872 and 0873 numbers that are charged above 5p a minute and up to 10p a minute (for BT customers).

At the same time, Ofcom will also bring 09 numbers charged at these rates (above 5p and up to 10p a minute for BT customers) within PhonepayPlus' remit.

Click here http://www.phonepayplus.org.uk/upload/0871_brochure_10.pdf to view the full statement.

How will this impact you?

Any customers wishing to hold 0871, 0872, 0873 and any 09 ranges must register with PhonepayPlus and comply with the 11th Code of Practice and the Statement of Application.

Once the 0871, 0872 and 0873 numbers are covered by the PhonepayPlus Code anyone using one of these numbers must:

- Register with PhonepayPlus – existing users must do this by 1 August 2009 although PhonepayPlus has asked that users aim to do this by 30 April 2009
- Fund PhonepayPlus by the deduction of a levy from the outpayment
- Ensure that the content and the promotion of the service using the number complies with the Code
- Update their data protection notification as indicated in the Code
- Obtain “prior permission” if they run certain “live services” (unless the type of service is exempted) and comply with additional obligations for that service
- Consider their call waiting times as services must not be unreasonably prolonged or delayed
- Publish pricing information wherever the number is published in printed form or on the internet
- Ensure that services on these numbers comply with the law, do not cause harm or offence and are fair
- Comply with rules about internet dialer services, promotions, and specific rules for different categories of services
- Provide information to network operators who will be required to conduct due diligence on users of these numbers

You must review the Code in detail in the light of services you run as each of the above has specific rules and requirements and there may be other aspects of the Code that are important for your services. This is not an exhaustive list of requirements.

Failure to comply with the Code can result in a number of consequences including but not limited to fines, barring of services, and prohibitions in running certain services.



Please note that Blue Saffron Limited cannot provide legal advice to its customers. We would like to stress that customers should seek their own legal advice regarding compliance. PhonepayPlus has a dedicated team to help with this, and you can contact them at: compliance@phonepayplus.org.uk

Next steps?

1. Continue using your number (in full knowledge of the new regulations)
2. Move to another number range

CONFIRMED CHANGES TO YOUR 0870 NUMBER

Ofcom have announced the changes to 0870 numbers that will be valid from 1 August 2009. The regulation is designed to provide customers with better protection over calls and pricing transparency issues.

How will this impact you?

1. Ofcom's objective was to align the 0870 call to the cost of a geographic national rate call
2. Revenue share will stop from 1 August 2009.

Please click here (<http://www.ofcom.org.uk/media/features/0870rules>) to view the full statement.

A termination charge will be introduced which you will have to pay. With this in mind, we encourage you to plan for what impact this will have on your business.

Next steps?

1. Continue using your number (in full knowledge of the new regulations)
2. Move to another number range

Move to another range

To help you make your decision, the following table lists some **key points** which we encourage you to think about. There are **clear benefits** for any of the numbers that you decide to choose. If you decide to change to the local 01 and 02 numbers this will give your company a local presence (and they can be routed anywhere in the UK using next generation technology). Although 03 numbers are primarily used by public sector organisations they are available to the private sector as well. 0800 numbers have been traditionally seen as the trusted Freephone number, but do keep in mind possible costs of using this number in your company. Moving to a 0844 or 0843 number could potentially give your business a national presence and could also be cheaper than using a 0800 number.

	01/02	03	0800	0844	0845	0870	0871/0872	09
Ofcom classification	Geographic numbers	UK wide numbers	Special services	Special services	Special services	Special services	Special services	Premium rate
Gives your business a local presence	•	•						
Number can move with your business	(see below)	•	•	•	•	•	•	•
Generates revenue				•		(see below)	•	•
Charge to receive inbound calls	•	•	•		•	(see below)		
Can be called from outside the UK								
Regulated by PhonePayPlus							•	•
Approximate call charges	National call rate	National call rate	Free from landlines, mobile charges may vary	Up to 5p a minute	Up to 3.95p a minute	Up to 3.95p a minute	Up to 10p a minute	Bespoke pricing

Other important points

0800 numbers -As this is a free end user call, you may experience an increase in call volumes particularly from advertising campaigns.

01 and 02 numbers-It is now possible with next generation technology to point this number to any end point.

03 numbers-Specific ranges can only be used by public sector and not-for-profit organisations.

03 numbers-To see if you're eligible for 03 numbers, click here

http://www.ofcom.org.uk/telecoms/loi/numbers/030_guidance/030_v2

03 numbers- Ofcom has reserved 034x and 037x numbers for customers with matching 083x and 087x numbers.

0871 and 0872- PhonepayPlus regulation starts from 1 August 2009

0870 numbers- Currently generates revenue but likely to stop with proposed Ofcom regulations. Will likely to also attract a charge to receive calls after regulation.

0844 numbers- Introduction of 0843 numbers to supplement 0844. There is no difference between the two number ranges or available tariffs. For more information click here

<http://www.ofcom.org.uk/consult/condocs/numresource/statement/statement.pdf>

WHAT DO YOU NEED TO THINK ABOUT?

Changing your numbers can be a big decision to make, as there will be a lot you will need to think about. We understand that you will have your own reasons to change (or not) but to offer a helping hand, we have provided you with a few points to consider:

1. The cost of change

The cost of changing collateral and informing your customers It may actually make commercial sense not to change or to manage change over time

2. The right choice of number
















As well as the different costs to you for different number ranges, it is important to weigh up the impact this may have on the calling party

3. Managing change effectively

It's important to inform your customers in enough time and make them aware of a new number to call

Building an effective transition program will ensure the changes are as smooth as possible.

You may also need to think about what needs to be changed. To help, we have provided you with a checklist of possible changes:



-  Stationary – pens, paper, and compliment slips etc
-  Business cards
-  Website/online material
-  Fleet of vehicles
-  Email signatures
-  Branded merchandise
-  Advertising – posters/press/banners
-  Voice recordings
-  Leaflets/company brochures
-  Internal communications
-  Key contact information for staff
-  Online/printed directories (Yellow Pages/Applegate.co.uk etc)
-  VCards sent by email (Outlook business cards)
-  Signage
-  Branded clothing

It is important that you start thinking about the changes you might want to put in place. However, we are currently waiting on confirmed pricing information for number ranges. Once this has been confirmed we can help you understand the cost criteria involved with certain number ranges, to help you make the right decision for your business.



BLUE SAFFRON INBOUND SERVICE OFFERING

Blue Saffron will have two offerings

-  Blue Saffron Phone Intelligent Call Management Service (ICMS) offers a full service approach detailed below
-  Blue Saffron Phone Intelligent Call Management Service Lite (ICMS Lite) offers a basic service approach

Life Support Systems For Business™

Feature	ICMS	ICMS Lite
Business Continuity Node BCN	X	
<i>Network Call Queuing NCQ</i>	X	
<i>Management Information System MIS</i>	X	
Management Control - Supervisor MCS	X	
Management Control - Technical MCT	X	
Live Call Monitoring LCM	X	
Business Continuity Configuration BCC from	X	
System Integration SYI from	X	
Information Capture INC	X	
Credit Card Services CCS	X	
Conferencing CON	X	
Call Recording Services CRS See Note 5	X	
Call Highlighting CHL	X	
Messaging MSG	X	
Whisper Announce & Reject WAR (per 20 Operators)	X	
Missed Call Alert MCA	X	
Received Call Alert RCA	X	
Voicemail Alert VMA	X	
Outbound Call Management OCM See Note 4	X	
Area Code Routing ACR (per 8 Regions)	X	
Time of Day Routing TDR (per 5 ToD plans)	X	
Menu Option Routing MOR (per 5 Menus)	X	
Switchboard Extension Routing SER (per 20 Extensions)	X	
Number Dialed Routing NDR (per number)	X	
Load Balance Routing LBR	X	
Operator Routing OPR (per 20 Operators)	X	
Mid-Call Transfer Routing MTR (per 20 Operators)	X	
CLI / VIP Routing CVR	X	
Intelligent Voicemail Service IVS (per 20 Boxes)	X	

Continued...

Feature	ICMS	ICMS Lite
Customised Messaging	X	
Whisper Announce Service	X	
Missed Call Alert	X	
Hunt Group Routing	X	X
Menu Option Routing	X	X
Mid-Call Transfer Routing	X	
Time of Day Routing	X	
Intelligent Voicemail Service	X	
Call Recording Service	X	
Graded Numbers	X	
Termination Control with Stats	X	X
Fax2email	X	
Outbound Call Recording (IDA/CPS)	X	
Managed Outbound Recording	X	
Conferencing	X	
Inbound Call Recording	X	
SMS & Call Broadcast	X	
Advanced Call Centre Features	X	
Operator	X	
Supervisor	X	
Silent Call Monitoring	X	
On-hold	X	
Call Recording	X	
Mid-Call Transfer	X	
View In/Out Log	X	
Temporary Log Out	X	
Additional Professional Services	X	
Studio Recorded Messages / Prompts	X	
Training - System Reporting	X	
Management Reporting Services	X	
System Reconfiguration Services	X	

BLUE SAFFRON STANDARD INBOUND TARIFF

Number Type	Typical Cost to Caller			Blue Saffron Inbound - Outpayments rates		
	Peak	Off Peak	Weekend	Peak	Off Peak	Weekend
0844 (Band G6)	up to 5ppm	up to 5ppm	up to 5ppm	-0.4	-0.6	-0.7
0845	Lo-Call Rate			-1	1.5	1.5
0870	Geographic National Rate			3.5	3.5	3.5
0871 (Band G7)	up to 10ppm	up to 10ppm	up to 10ppm	-2	-2.3	-2.5
0800 / 0808	FOC			4.9	4.9	4.9
0300	Geographic National Rate			3.5	3.5	3.5
01 / 02	Geographic National Rate			3.5	3.5	3.5

WHY BLUE SAFFRON?

Established in 2004, Blue Saffron is a fast growing independent supplier of communications, networking and IT services to the Small Medium Enterprise (SME) market. Our current service portfolio includes fixed line and mobile telecommunications, internet access, virtual private networks (VPN), data backup and managed email.

Our differentiation is based on business to business focus, technology and supplier independence, simplicity, and intelligent customer service and sales as detailed below.

Key Differentiators

- **Focus on businesses:**

Blue Saffron only serves businesses, focusing on their essential but non-core services, and saving them from having to deal with multiple suppliers.

- **Technology and infrastructure independent:**

Blue Saffron dual source every service and manage a stable of world-class suppliers to secure "best of breed" technology and services

- **Simplicity:**

Blue Saffron's services and pricing are simply and clearly articulated, with integrated monthly billing and on-line account management.

- **Intelligent Customer Service:**

Blue Saffron have a unique commitment to intelligent, personal and responsive customer service: no call centre queues or cumbersome automated answering systems. We also offer 24/7 support.

We are dedicated to developing partnerships with our valued clients through taking the time to understand your organisation then delivering precisely the technical solutions you need.

CONTACT US

Important: The Ofcom changes will be implemented on 1st August 2009 so it is vital to understand the changes and take any action now. We want to make sure that you are comfortable with the decision you have made.

For further information, please contact a member of our team as per details below

 E-mail: info@bluesaffron.com Telephone: 0844 560 0202 Fax: 0844 560 0203

We hope you have found this guide useful to provide you with important number change

Information and one of our team will contact you shortly to discuss your options