

A high-quality, low-cost service that significantly reduces the cost of telephone calls from the "fixed" lines in your office. BlueSaffron Phone™ offers simple pricing with great value, excellent quality, seamless transition and ongoing account support. No minimum spending commitments, no minimum call charges, no connection fees, no pricing small print ... and all with the intelligent customer service you expect from Blue Saffron.

BlueSaffron Phone™

Why BlueSaffron Phone™?

These days customers are bombarded with promises of cheap telephone calls. All too often the reality is poor service at ordinary prices

BlueSaffron Phone™ is different in that it offers:

- A targeted offer to particular industry sectors
- Customised tariffs
- Dramatic reductions in the costs of calling UK mobiles
- Group calling discounts
- Savings across your extended network (travellers, home workers)
- Rapid, seamless transition from your current arrangements
- A quarterly account review to make sure that your service continues to meet your evolving service needs

What is BlueSaffron Phone™?

BlueSaffron Phone™ is a high-quality, low-cost service that significantly reduces the cost of telephone calls from the "fixed" lines in your office.

These can be calls to mobiles, to anywhere in the UK or even international calls.

Using a variety of simple access methods, BlueSaffron will seamlessly take your calls and connect them via the most appropriate carrier. Our carriers are best of breed and are carefully selected to allow us to give you the discounts you require without compromising quality or service.

BlueSaffron Phone™ offers simple no-cost and low-cost numbers to ensure that you are accessible to current and prospective customers.

How BlueSaffron Phone™ Works

BlueSaffron Phone™ can use different methods to access our partners' networks, including:

- Direct Access (via a leased line between your switchboard and our partner's switch) – typically appropriate for high-volume users;
- Indirect Access (IDA), also known as Least Cost Routing (LCR);
- Carrier Pre-Select (CPS), increasingly the preferred option for many businesses.

What is Indirect Access?

At present, customers can use alternative carriers by dialling a 3 or 4 digit access code before each phone call (so-called "1XXX" services). This involves either:

- manual dialling of the code by the end user;
- programming of the end user's on-site switchboard or PBX; or
- provisioning of expensive routing equipment.

EC Directive 98/61/EC requires the introduction of Carrier Pre-Select as a way of increasing competitiveness in the European telecommunications market, by making indirect access simpler and more reliable. Ofcom, the UK regulator, is overseeing and enforcing the introduction of CPS in the UK.

What is Carrier Pre-Selection?

Carrier Pre-Selection (CPS) is a mechanism that allows users to select an alternative operator, other than BT, in advance without dialling additional codes on the telephone or programming their on-site equipment to do this. The customer subscribes to the services of one or more alternative operators and chooses the type of

calls, e.g. all national calls, which will be routed through the alternative operator. It is still possible to select or bar different types of call as you have been doing, and to use most of the services you currently enjoy from BT.

What are the Benefits?

BlueSaffron Phone™ delivers a number of benefits, including:

1. Simple Pricing, Great Value
2. Top Quality
3. Works with Landlines, non-BT lines, and Mobiles
4. Additional Services
5. Rapid, Seamless Transition
6. On-Line Account Management and Reporting
7. Quarterly Account Review

Simple Pricing, Great Value

Blue Saffron has a total commitment to simple and transparent pricing and billing. There are no catches and you only pay for what you use. This invariably makes BlueSaffron Phone™ better value than even the best plans so aggressively marketed by the telecommunications providers.

Unlike these providers, we leverage our stable of world-class partners to offer you:

- No minimum spending commitment;
- No minimum call charges;
- No connection fees; and

No pricing small print. We can also tailor tariffs to suit the configuration of your business and your calling preferences to make sure that we meet your specific needs. We target our offers to particular industry sectors and can usually provide you with a highly competitive proposal based on



our experience from within your industry.

We can offer particularly advantageous rates on calling UK mobiles using Blue Saffron's unique technology and partner configuration. We can also offer savings across your extended network, for example including home workers and travellers. These can represent significant costs which are not as easily identifiable as your usual telecoms spending.

Top Quality

The service is provided by Tier 1 providers from Blue Saffron's stable of world-class suppliers. Each has fully resourced infrastructure and extensive network management experience.

Works with Landlines, non-BT lines, and Mobiles

Unlike many alternative services, BlueSaffron Phone™ can be used from any landline, including those belonging to local line providers such as Cable & Wireless and Colt Telecom, as well as cable providers such as NTL and Telewest. It can also be used from Mobiles on any UK network.

The precise access method varies depending on the provider and network used.

Additional Services

BlueSaffron can also provide a range of inbound services to enhance your market and customer perception or even generate revenue.

- 0800 numbers are free to the caller and are proven to drive up the number of calls you receive. These numbers are charged to you and are excellent for Sales or marketing campaigns;
- 0845 numbers are charged to the caller at local rates and give your customers the impression of local service and consideration of cost;
- 0870 numbers are charged at the national rate to callers and will actually generate an additional revenue stream.

These numbers are typically used for service, support or enquiry lines;

- 0900 numbers are charged at higher rates to callers therefore generating you even higher revenues. These numbers are typically used for entertainment or information services. These additional services can usually be activated within 5 days.

Rapid, Seamless Transition

We can provision your BlueSaffron Phone™ service instantly on-line using our partners' web-sites. Through this process, we can register CLIs to enable IDA straight away.

The provisioning process through CPS takes 10 working days due to regulatory constraints. CPS offers the advantage of an entirely seamless transition, with no intervention at all to be made from the customer premises.

On-line Account Management and Reporting

Through Blue Saffron's customer portal, on-line account monitoring is only a few clicks away. It is simple to use and also offers a range of powerful and flexible management tools.

Quarterly Account Review

Blue Saffron works with all our customers to provide a quarterly review of all our services. This enables us to ensure that customers are able to take advantage of ongoing technical or market developments to improve service quality or further enhance cost effectiveness.

Getting Started is Easy

To get started with BlueSaffron Phone™, simply contact us using the details below: we will agree your routing preferences with you and send you a customised offer designed to address your specific needs.

As soon as you have accepted our offer, we will initiate the simple provisioning process and you can

start enjoying your savings, often straight away.

Further Questions?

We recognise that phone services raise a number of issues and questions. We have addressed many of them through the separate sheet of Frequently Asked Questions.

Alternatively, please don't hesitate to contact us using the details below.

About Blue Saffron

We are one of the UK's leading independent suppliers of essential services to businesses, focused on communications and IT. Whether you are looking for fixed line or mobile telecommunications, internet access, or IT services such as data backup, security or email, BlueSaffron can help.

We package, price and bill our services clearly and simply, with a unique commitment to intelligent customer service. Our independence makes sure we are completely impartial and can leverage our stable of world-class suppliers to meet your needs.

Contact Us

Let us know how we can help you using the contact details below:

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