

Telephone Numbering Changes: What are your options?

Option	Advantages	Disadvantages
RETAIN 0870 NUMBER	<ul style="list-style-type: none"> • Increased customer confidence through price transparency • Retention of existing numbers • Retention of call handling features • No re-marketing costs 	<ul style="list-style-type: none"> • Loss of revenue-share • Possible charge for call handling features from service provider
TRANSFER TO 0871	<ul style="list-style-type: none"> • Retention of revenue share • Retention of call handling features • Price transparency 	<ul style="list-style-type: none"> • Technical cost of re-numbering • Re-marketing costs and time • Call costs need to be clearly advertised • Access restrictions from international destinations • ICSTIS regulation may cause an association with 09xx Adult Services
TRANSFER TO 0844 OR 0845	<ul style="list-style-type: none"> • Retention of revenue share • Retention of call handling features • Perception of a local presence 	<ul style="list-style-type: none"> • Technical cost of re-numbering • Re-marketing costs and time • Uncertainty as OFCOM review charging structure by June 2008
TRANSFER TO 09XX	<ul style="list-style-type: none"> • Retention of revenue share • Retention of call handling features 	<ul style="list-style-type: none"> • Technical cost of re-numbering • Re-marketing costs and time • Call costs need to be clearly advertised • Access restrictions from international destinations • Subject to full ICSTIS regulation • May cause an Association with 09xx Adult Services
MIGRATE TO 03XX	<ul style="list-style-type: none"> • Price transparency • Availability of call handling features • Availability of equivalent ranges to NTS services • Proposed reservation of 0300 for Public Bodies 	<ul style="list-style-type: none"> • Technical cost of re-numbering • Re-marketing costs and time • No revenue share • Charge for call handling features
MIGRATE TO A GEOGRAPHIC NUMBER	<ul style="list-style-type: none"> • Price transparency • Local presence 	<ul style="list-style-type: none"> • Limited availability of call handling features • No revenue share • Loss of national identity