



## Non-Geographic Numbers

Improve customer experience with a flexible call plan which you control via the web. Call Planner offers online management providing you with complete control over your inbound calls. You have access to unlimited moves and changes via the web in real time, including the ability to change your:

### 0800 Services

Callers using Freephone 0800 are not charged for the call. The owner of the service pays the entire cost of the call. Key advantages include:

- A number of valid prefixes for Freephone services, 0800 and 0808
- Very powerful marketing tool.
- Allow customers to call you for no charge, very valuable when trying to win new business
- A proven way of increasing business and developing customer loyalty
- Research suggests advertising responses increase between 50% and 300% when a freephone number is used.

### 0844 Services

0844 numbers are redirected to your terminating number / Intelligent Network plan. Features include:

- Calls charged at either 3ppm, 4ppm or 5ppm at all times.
- Itemised billing
- Because pence per minute charges are at all times, rebates are slightly better than those from 0845 numbers

### 0845 Services

The service charges the callers a local rate for calls from anywhere in the UK. The service owner pays the difference in cost. 0845 numbers are redirected to your terminating number / Intelligent Network plan. Features include:

- Callers using the number are charged at their local rate.
- Itemised billing
- Gives your company a 'local' presence
- Callers to these numbers are charged for a local rate call only, regardless of their location in the UK, thus retaining strong customer loyalty

### 0870 Services

The 0870 service offers the caller a national rate for calls originating from anywhere in the UK. 0870 numbers can be redirected to your terminating number / intelligent network plan. Features include:

- Callers calling the number are charged at their national call rate.
- Itemised billing
- Gives your company a 'national' presence.
- Rebates on minutes received on the 0870 number.

In the past, 0870 numbers offered a rebate against the cost of the inbound call. Ofcom has now terminated this rebate. If you currently use or intended to use 0870 numbers, it is important you refer to the document 'Changes To 0870 Numbers' and consult G3NS on other options available.

### 0871 Services

If customers are happy to pay for the service delivered by non-geographical numbers, a Premium Rate number offers a simple way to generate additional revenue every time you receive a call. 0871 numbers are redirected to your terminating number / intelligent network plan. Features include:

- Callers calling the number are charged at 10ppm at all times
- Itemised billing
- Increased customer charges means higher rebates than 0870 numbers.
- Rebates on minutes received on the 0871 number.

0871 numbers are now subject to a new Code of Practice under the control of the regulatory body ICSTIS. It is important you refer to the document 'Changes to 0870 Numbers' and consult G3NS on the implications for your business.