



Regulatory Changes to Number Translation Services

Over recent years, Ofcom has reviewed Number Translation Services and has started implementing a programme of changes to rules, particularly those concerning 0870 numbers, to protect consumer interests. These changes and their dates of implementation are under constant review, so it is advisable to consult G3NS on these matters at all times..

0870 Services

Revenue share on 0870 calls is to cease and 0870 calls are to cost no more than a national call to a geographic number, whether made from a fixed line, mobile, or payphone.

0871 Services

0871 numbers will continue to receive a revenue share and will be controlled by a new code of practice being prepared by the regulatory body ICSTIS.

0844 and 0845 Services

These numbers remain unchanged but will be subject to review by Ofcom in the future.

New 03XX Numbers

A new number range starting with '03' will provide businesses, public services and voluntary bodies who want a common national number but don't wish to charge customers a premium for contacting them. Calls will cost no more than a call to a national rate geographic number and revenue share is not allowed.

Business Implications

- Loss of 0870 revenues from January 2008

- New funding (0871?) for call centres relying on 0870 revenues

- Some network services may become chargeable on 0870 e.g. IVR, call recording, etc

- 0870 numbers can only be allocated to existing customers.

- Impact of new numbers on advertising campaigns, call handling processes, re-branding, etc.

- 0870 numbers are charged according to the time of day e.g. peak, off-peak or weekends, whereas calls to 0871 or 0844 have a range of pricing points based on both pence per minute and fixed fee tariffs.

Required Action

- Consult G3NS on the latest options available

- Assess impact of moving to another service (e.g. 0871) including changes to working practices and revenue generation

- Develop Migration plan including timescales, dependencies, parallel running, porting, project reviews and critical paths

- Commence parallel running of numbers & services to ensure seamless transition of services from one number to another