

WHAT IS NTS?

NTS is a telephony service that routes a telephone call with a non geographic number usually beginning with 08 to a hidden geographic or mobile number.

FP TELEKOM SERVICES

If you are porting your number from BT or Virgin Media or we are providing you with a new number, we will provide you online access to a full range of call routing features and MIS for geographic & non geographic inbound numbers. Customer contact is made easy through powerful call routing features and easily interpreted graphs also provide snapshot data of call activity. Inbound is initially available as **Contact Path** which is ideal for single site users and **Contact Point** for multi sites/department organisations who will benefit from additional call distribution capabilities.

HOW DOES IT WORK?

End users can access the service online at www.myinbound.com. The intuitive user interface is used to validate new service plans which feed directly into the network for activation. The user is sent email confirmation of the changes and the new call routing becomes effective for the next inbound call received to their number.

Using myinbound.com, users have access to *Point my Number* which provides a call routing console from which to create/edit and submit inbound call routing plans; and *View my Performance* which provides access to online call statistics such as how many customer calls are getting through and when the busy times are.

Contact Point offers Time of day/day of week Call routing and Divert on busy/no answer.

Contact Path provides additional Call routing determined by Date or CLI of caller and Call Distribution by % based routing or serial routing to create a hunt group across a team of people.



IS IT RIGHT FOR MY BUSINESS?

Business customers ranging from the Sole Trader to multi-site/multi-departmental organisations who are looking to disperse inbound calls according to defined variables. By using the service on both geographic and non geographic numbers businesses have the choice to create either a local or national area presence.

SO, DO YOU WANT....?

- Complete control of your Inbound call routing
- Online feedback on your call handling performance
- The ability to generate a national image via an 08/03 number or a local presence with a geographic number
- Business Continuity for incoming calls
- Online monitoring of advertising ROI

....if so, then

Call us now on **0800 027 4482**



Number Translation Services



WHAT YOU NEED TO KNOW ABOUT
THE CHANGES TO 0870

WHAT IS HAPPENING AND WHY?

Since Ofcom's announcement in 2006 the UK telecoms market has been awaiting changes to the way Number Translation Services (NTS) are charged. Historically NTS numbers have been billed as follows:

0800 Caller pays – Nothing. Called party pays for the call
0845 Caller pays – 'Local Rate'. Called party pays for an element of the call
0870 Caller pays – 'National Rate'. Called party pays nothing (and may receive an outpayment).

Ofcom's aim was to "improve consumer protection, pricing transparency and to address some industry problems that led to persistent disputes that Ofcom was called upon to resolve." In short, Ofcom will make it mandatory for telecoms companies to charge no more for calling a 'National Rate' (0870) number than for calling the equivalent 01/02 geographic number at national rate.

Currently the pricing of these numbers is linked to BT's Basic Rate (9.0 pence per minute, although most carriers bill out 0870 at around 6.73ppm). This is a huge premium on the average rate for calling national destinations which is around 2.0ppm. This will stop the income stream that 0870 generates for the carriers and for the holders of 'National Rate' numbers and will effectively mean the end of 0870 numbers being free to the recipient.

Ofcom's report entitled "Changes to 0870" published 2nd May 2008 indicates that after the implementation of these changes BT will be charging:

3.5p per minute for basic call receipt;
4.5p per minute if additional routing services are also provided

The Marketing Solution with Added Flexibility



When will it happen?

Ofcom's "Changes to 0870" indicated a final consultation period expiring on the 16th June 2008. After this Ofcom will publish further notification accompanied by a further and final explanatory statement. Ofcom is anticipating implementing the changes in autumn 2008.

How will I know if my new number is being used?

If we are porting your number from BT or Virgin Media, or supplying you with one of our own numbers, then for a small additional monthly charge we can give you access to a web-based management tool. This will give you information on the number of calls received and attempted, together with the ability to change your own call routing patterns. (See overleaf)

What should I do next?

Discuss the options with one of our NTS experts. They can analyse your bills (inbound and outbound) and will give you the best rates available. Remember to ask them about the current promotions, where you will be rewarded for giving us your inbound and outbound traffic.



How can FP Telekom help me?

If your services are currently with BT, FP Telekom can 'port' these numbers onto our network. If you are with BT you are probably not receiving any income from your 0870 number. In the short-term, we can start making payments to you together with a reduced rental for the number. A 25% saving is guaranteed.

You can decide whether to keep your number in place for the long-term and start to pay for receiving calls when the changes take effect. In this case, our rates will be 25% lower than the published BT rates, so your savings will be guaranteed.

You could opt for a different type of NTS number e.g. 0844. With this type of number the caller pays from 1p per minute to 5ppm incl. VAT (you decide which rate). Some of these tariff bands will be able to generate an income, but all of them are free of call charges to you if they are translated to a fixed line (01/02) number.

Another type of number is the new 03xx range, where the caller pays the same rate as for a national call and you pay 2.0ppm to receive the call. These numbers are becoming more popular with government departments and other bodies such as the BBC.

Parallel Running- many of our customers have opted for 'parallel running' where they are keeping the existing 0870 running while they use up stationery stocks etc., while beginning to publish their new NTS numbers to minimise disruption at the time of changeover.



Frequently Asked Questions

Q: Do I have to change my numbers?

A: No, all that will change is the tariff that you are charged for receiving the calls.

Q: Can I terminate inbound calls direct to my mobile?

A: Yes, the pricing information is all contained within your tariff.

Q: If I opt for parallel running, do I have to pay for the rental of both numbers?

A: Yes, each number that you use is charged separately.

Q: Is there any limit to the amount of numbers I can use?

A: No, you can order as many numbers as you want. The rental of each number is charged separately.

Q: Can I display my NTS number on all my outbound calls?

A: Yes, you can display your Inbound number on outbound calls from your fixed line by subscribing to the 'Number Presentation' service on your fixed line. If we look after your fixed lines as well, we can organise this for you.

Q: Which Geographic Inbound numbers are available?

A: A range of geographic STD code areas are available, please ask your NTS specialist for details.

Q: What if I want to change the number my NTS number is translated to?

A: This can be done easily but it depends on the ultimate carrier your service is with. Some carriers will levy a charge for this, please ask your NTS specialist for details.

Q: Can I translate my NTS number to my office phone during the day and to my mobile at all other times?

A: Yes, this is just one example of the plans that are available.

Q: Do I have to call you each time I want to change my termination point?

A: If you are porting a number from BT or Virgin Media or we are providing a new number for you, you will be able to use our service at www.myinbound.com.

Q: What if I have an existing 'plan' in place?

A: If you give us the details of your existing plan, we will replicate this for you.

Q: How will I know if it is my new number or my old number that is being used if I am running both services together?

A: Depending on the ultimate carrier we are using, there is a range of reporting available, please ask your NTS specialist for details.

