

Non – Geographic Numbers

NGN (0845, 0844, 0870, 0871 & 0800)

Non-geographic numbers come in various forms, from freephone services, through local and national rated numbers. What all NGN's have in common is their potential to improve your business, either from a technical or business perspective.

The benefits of NGN's are various. The primary one for most businesses is that of perception; where a standard PSTN (public switch telephone number) inbound number identifies you with a specific location, an NGN very much creates the feel of a national or wide area operation.

Further to this, a non-geographic number is often more memorable, and more attractive when used in advertising and marketing materials. An NGN identifies a company as a serious business in the eyes of potential clients.



NGN's also protect you from unexpected or planned changes in circumstance. If you move office, moving your NGN with you is quick and cost free. No expensive forwarding charges, no reprinting of stationary, no re-education of clients. In the case of a phone line or PABX failure you can quickly and easily redirect your calls to another office or a specialist overflow call centre therefore offering affordable **Disaster Recovery**.

As an NGN merely terminates to an existing number of your choice, there's no need for costly & tiresome service provider and hardware changes. Your clients and suppliers can continue to use your existing numbers as you make them aware of your NGN.

And of course, in the case of **0845, 0844 and 0871** numbers, there's the added bonus of a **rebate on every minute** of the calls you receive!



BtL are able to offer a wide range of services and features through our network partners. Depending upon your requirements and preferences we will select the network best suited to your needs. Features include **Call Recording, Call Queuing, Menus, Geographic Routing, Call Forwarding, Voicemail to Email, Fax to email and Time of Day Routing**. These features can be used individually or combined to allow a great deal of flexibility in where and how your calls are answered.

All of these features can provide considerable business benefits. **Geographic Routing** provides the ability to advertise a single number for the whole country and to have calls routed your nearest office. Alternatively, callers could be greeted by a **Menu** where they can choose the department they desire. **Call Queuing** helps deal with high call volumes and ensures your customers don't receive a busy tone. Alternatively **Call Forwarding** allows you to send calls to another office if your lines are busy or if calls are unanswered. **Voice to Email** combined with **Time of Day** routing provides an easy way to manage after hours calls. Online Statistics and Online Changes allow you to control your service and settings.



BtL'S SERVICE OPTIONS

Our service options are summarised in the table below and in the following sections.

	Online Statistics	Online Changes	Call Recording	Menus / Queuing	Geographic Routing	Time or Day / Call Forwarding	Percentage Distribution	Porting (The ability to keep your existing number)
Platinum	Yes	Yes	Yes	Yes	Yes (any CLI)	Yes	Yes	None
Gold	No	No	No	Yes	Yes (postcodes)	Yes	Yes	50+ Carriers
Silver	No	Yes	No	No	Yes (10 regions)	Yes	Yes	BT Only

Platinum

With this service **practically any service can be created**. Simply decide how you'd like your calls to be routed in an ideal world **BtL** will work with you to design a service that achieves this. This product has an extensive feature set. including, Call Recording, Call Queuing, Menus, Online portal to change terminating numbers and view call statistics, Fax Mailbox, Voice to Email mailbox, Geographic routing down to individual Numbers, PIN login / access and Credit Card purchasing.

Gold

This service's key strength is the ability to **port existing numbers** from most carriers. The list of carriers is shown on the left of the page. The features available with this service are quite comprehensive allow most requirements to be accommodated.

Silver

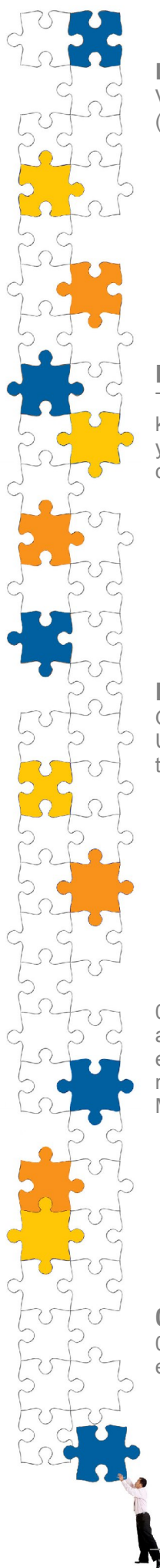
This service offers the **best rebates** and allows you to change the terminating number for simple services. The features available allow basic call routing to be carried out.

SETUP AND RENTAL CHARGES

An annual service charge of £20 applies to all Non- geographic numbers (dependant on expected call volume). Feature charges are dependant upon the expected call volume and the level of complexity required. Please talk to your **BtL** sales consultant who will provide a customised quote.

BtL'S RATES

Below is a brief outline of **BtL**'s standard charges / rebates for each of the NGN services. All prices are in pence per minute, with **rebates shown in red**. If you have more than 10,000 minutes per month then **BtL** may be able to provide discounts / improved rebates or alternatively the setup and monthly fees may be reduced. Talk to your **BtL**'s sales consultant for more detail.



LOCAL RATED NUMBER (0845)

Very similar to national rated numbers except callers will pay only a standard local call charge (3.3ppm peak) to speak to you, regardless of where they call from.

	Day	Evening	Weekend
Platinum	1.67	2.27	1.96
Gold	0.25	0.00	0.00
Silver	0.00	1.00	1.00

FREEPHONE NUMBER (0800)

The proven power of a freephone number is that callers will be more inclined to contact you in the knowledge the call is costing them nothing. Whilst you may not wish for all your customers to call you for free, Freephone numbers may be useful in the case of, premium customers, specific campaigns via mailshot or regional advertising.

	Day	Evening	Weekend
Platinum	4.26	3.57	3.49
Gold	3.20	3.20	3.20
Silver	1.95	1.50	1.25

NATIONAL RATED NUMBER (0870)

Ofcom have introduced new 0870 rates, these new rates will apply from 1st August 2009. Unfortunately the rebates you used to receive will be replaced with a call charge of 2ppm at all times.

	Day	Evening	Weekend
Platinum	2.00	2.00	2.00
Gold	2.00	2.00	2.00
Silver	2.00	2.00	2.00

0871

0871 numbers (marketing numbers) give you the ability to track your marketing campaigns - by assigning different marketing numbers to different promotional activities you are able to know the effectiveness of your marketing campaigns and therefore alter your marketing strategy next time to maximise effectiveness. For example, you've decided to advertise your products in Newspaper A & Magazine B. You can provide two different numbers for these two different promotional channels.

	Day	Evening	Weekend
Platinum	-3.85	-4.74	-4.74
Gold	-4.50	-4.70	-4.70
Silver	-4.75	-5.50	-5.70

0844

0844 numbers are a very popular number range in the UK which allows the owner of the number to earn a revenue share on all calls.

	Day	Evening	Weekend
Platinum	0.00	0.00	0.00
Gold	-0.50	-1.00	-1.25
Silver	-1.82	-2.13	-2.18