

Ofcom Changes affecting 087 numbering – what you need to know

Prior permission

The following services will require prior permission before operating on 087 numbers;

- International Dialling
- Live Entertainment (chat)
- Broadcast Premium Rate

Prior Permission costs £300 + VAT (permission for multiple services)

Pricing

Clear pricing information is required for all promotional material, B2C not B2B.

- In the transition period businesses can use pre-recorded welcome messages or call agents to inform callers of cost of call
- Cost of call must be advertised as 'pence per minute' or 'Xp/minute, but not 'ppm'. (Suggested wording is: 'Calls are charged at x pence per minute from a BT landline, calls from other networks and mobiles may be higher')
- If the cost of the call cannot exceed 50 pence in total (based on the cost of calling from a BT landline) then no pricing information is required

Undue delay

Service providers must not profit from long delay.

- Caller must be prompted to call back later during peak hours and also be given their queue position or estimated queuing time
- If there is an automated/online process available to the consumer they should be informed as early as possible
- Consumer will be passed to the service provider if they have a complaint, If not resolved after 30 days complainant can go back to PPP & PPP will not chase the complainant

Due diligence

Network operators must:-

- Bring the code of practice to the attention of service providers
- Withhold RS for minimum of 30 days
- Hold service provider records
- Register with Information Commissioner
- Share details with PPP within 5 days (when requested)

Customer care

Customer care lines, the differences.

- 087 service providers can use 087 numbers for customer care lines (complaints)
- 090 service providers must not use 090 or 0871 numbers for customer care lines (complaints)

Investigations & sanctions

The backlash

- PPP will have an informal, informal (double informal) approach and hope to create a database of company contacts so that issues can be resolved with just a phone call
- Service provider will have 30 days to clear up the issue to the satisfaction of the consumer, PPP will not chase the outcome
- Public reprimands, fines of up to £250K per breach, forced disconnection, enforced compliance, naming of individuals/companies will all apply, as it does with PRS

Service provider registration

The service

- Service Providers to register with PPP by 30th April 2009. If you fail to register by the 30th April 2009, late registration will be considered.
- Prior permission certificates will take up to six weeks and should be submitted no

later than 12th June 2009

- If there is a delay issuing prior permissions, anything submitted by 12th June can continue to operate until permission is granted/refused

Network operator registration

The network

- Register with PPP as a network operator
- Provide evidence of Interconnect
- Provide quarterly reports on out payments
- Provide details of payment dates
- Inform clients of PPP regulations re 087 numbering with link to PPP website
- Service provider should send PPP registration data to supplier

IVR

The message

- Welcome message to include company name and cost of call if pricing information is not available on printed literature. Voice recording should be less than 30 seconds, including multi-language menu options
- No false ringing tone, although 1 ring to signify that the call is answered would be acceptable