

Important changes to Non - Geographic Call Services

June 2015

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What has changed?

Ofcom has introduced clearer calling rates, aimed at consumers. Significant regulatory changes affecting the charging structure and costs of non-geographic numbers are due to come into effect on 1st July 2015.

One of the main changes is the separation of call charges into an access charge, set by the phone company originating the call, and a service charge set by the phone company terminating the call.

Access Charge

This is a single pence per minute (ppm) charge across all non-geographic unbundled numbers, for example 084, 087, 09 and 118.

It is now the Service Providers responsibility to ensure price is prominent at point of subscription.

This charge is variable between tariff packages and providers.

Service Charge

Set by the terminating network originally allocated the number and the Service Provider.

The Service Providers are responsible for communicating service charge in their own advertising.

Change Overview

Freephone

- Freephone numbers such as 0800 and 0808 will be free for fixed & mobile users.
- 0500 to remain chargeable but will be withdrawn Freephone by 2017.

Unbundled Tariff

- 084x, 087x, 09x and 118x services to have an Access Charge and a Service Charge.
- In advertising: “Calls cost [X]p per minute plus your phone company’s access charge”.

Access Charge

- Single ppm charge across all unbundled numbers.
- No price cap but it is now the Service Providers responsibility to ensure price is prominent at point of subscription.
- Variable between tariff packages and providers.

Service Charge

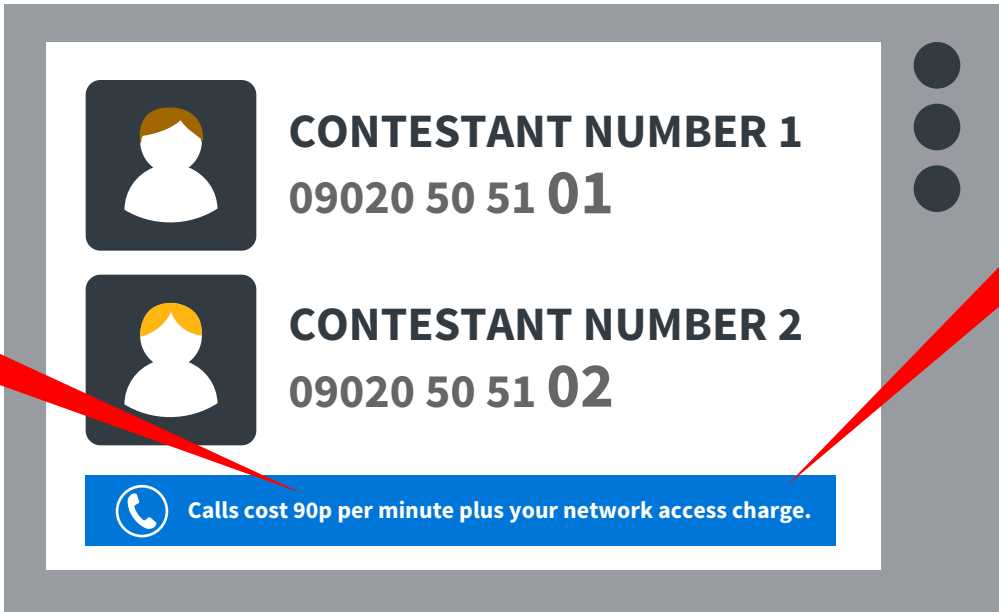
- Set by the terminating network originally allocated the number and service provider.
- Service providers are responsible for communicating service charge in advertising.
- Higher Rate Premium Rate Services (09’s for example) will have new maximum prices introduced at £3.60 per call and £6.00 per minute inc. VAT.

IMPORTANT: Although these changes require the call to be split into two parts for billing purposes providers are not required to display the separate parts of the call by event within itemised billing, providers are only obliged to provide their Access Charge rates clearly on their consumer invoices and collateral. This means, at this point, there will be no immediate change to CDRs, there will still only be one value per event, for consumer invoices it could be simply applied in the form of an announcement on the summary page of each invoice.

How will it work?

Service Providers are required to conform to advertising requirements from 1st July 2015 for 084, 087, 09 and 118 numbers.

For example, when inviting consumers to call in to vote, the call charges must clearly be displayed:

A diagram of a television screen displaying information for two contestants. The screen is framed in grey and has three black dots on the right side. It shows two contestant entries, each with a person icon, a name, and a phone number. At the bottom of the screen is a blue banner with a phone icon and text. Two red callout boxes point to the screen: one on the left points to the first contestant's number, and one on the right points to the bottom banner.

Service Charge
A consistent price for all callers of this number.

CONTESTANT NUMBER 1
09020 50 51 01

CONTESTANT NUMBER 2
09020 50 51 02

Access Charge
Variable price dependent on provider/tariff.

Calls cost 90p per minute plus your network access charge.

Access charges

Here are the new pence per minute rates expected for the networks set Access Charges...



Access charges	Access charge per minute (084's, 087's, 118's & 09's)
Single User Tariff – e.g; Vodafone RED, Vodafone Business Single	19.17p*
Group Sharer Tariff – e.g; Business Sharer, Business Choice	10p*
True Wholesale – e.g; One & Only	9.95p*

*This is excluding the Service Charge rate



Tariff Type	Access charge per minute (084's, 087's, 118's & 09's)
All tariffs	25p*

*This is excluding the Service Charge rate

Thank You



For more information
please visit

www.telecomsworldplc.co.uk/july2015

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