

Number Translation Services fact sheet

Number option	Details	Call costs	Revenue share	Accessible abroad?	Advantages	Disadvantages
0870	Stay with your existing 0870 number	Caller pays national rate (approx. 8p per min). Called party pays to receive the call	None	Yes	No cost of promoting new number. No future changes in regulation. No premium rate regulation	Charges for call delivery. No revenue earning capability
0370	Change your pre-fix, but retain the rest of your number. E.g. 0870 0949 600 becomes 0370 0949 600 (called 'migration numbers')	Cost to call is the same as 01/02 numbers. Called party pays to receive the call	None	No	Higher consumer confidence in 0370 range. Migration numbers. No premium rate regulation	Cost of promoting your new number. Charges for call delivery. No revenue earning capability
01/02	Revert to your underlying 01/02 number	No cost to receive the call. Caller pays standard call rate	None	Yes	Higher consumer confidence. No future changes in regulation. Customer understands call rate	Can't apply network level services e.g. IVR so new systems needed. Loss of operational monitoring. You revert to being a 'local' rather than a 'national' business
0845	The local rate number range, with limited migration numbers available	Caller pays local rate (approx. 4p per min). Called party pays to receive the call	None	Yes	Higher consumer confidence. Can apply network level services e.g. IVR. No premium rate regulation	Few migration numbers available. Cost of promoting your new number. Charges for call delivery. Future regulation possible
0871	The up to 10p per min number range	Caller pays anything from 5p per min to 10p per min, depending on call structure chosen	Yes. Levels will depend on your call volumes and the call rate charged to your callers	No	Can apply network level services e.g. IVR. Revenue stream available. No call delivery charges	Few migration numbers available. Cost of promoting your new number. Subject to premium rate regulation
0844	The up to 5p per min number range	Caller pays up to 5p per min, depending on call structure chosen	Yes. Levels will depend on your call volumes and the call rate charged to your callers	No	Can apply network level services e.g. IVR. Revenue stream available. No call delivery charges. No premium rate regulation	Cost of promoting your new number. Consumer confidence is low
0800	The free phone number range	Free to the caller. Called party pays to receive calls	None	Yes	Can apply network level services e.g. IVR. High consumer confidence. No premium rate regulation. No future changes in regulation	Few migration numbers available. Cost of promoting your new number. Increase in 'irrelevant' sales calls. Charges for call delivery