

New Wadebridge business, Open Telecom, seeks to allay confusion over 0870 and 0845 numbers

IN response to the recent media coverage surrounding usage of non-geographic numbers, particularly by the big banks, Open Telecom wishes to allay some of the confusion surrounding the costs attached to 0870 and 0845 numbers.

We would like to clarify a couple of the points made in the articles that have appeared over the past months.

Firstly, 0870 numbers. For an end user, the cost of dialling a 0870 number from a landline is equivalent to calling a national geographic number.

Secondly, 0845 numbers. For an end user, the cost of dialling a 0845 number from a landline is equivalent to calling a local geographic number.

The above statements hold true with regards to the base undiscounted rates. The only possible exception to these charges would be where end users are eligible for discounts such as friends and family, BT Business Options etc (in the case of BT). Generally, geographic numbers may qualify for discounts while non-geographic numbers do not. Some of the recent media articles have caused confusion among consumers as the reporters have been comparing a discounted rate (geographic) to a non-discounted rate (non-geographic).

With regards to the actual prices (based on BT standard retail rates): 0870 and national rates are exactly the same at Daytime 6.63p per minute. Evening 3.36p per minute. Weekend 1.27p per minute.

0845 and local rates are exactly the same at Daytime 3.36p per minute. Evening 0.85p per minute. Weekend 0.85p per minute.

Furthermore, 0845 and 0870 are not premium rate services. All premium rate services are monitored and administered via ICSTIS (the Independent Committee for the Supervision of Standards of Telephone Information Services) and are required to follow a strict code of conduct due to the nature of content carried via premium rate numbers. 0870 and 0845 numbers are not governed by ICSTIS.

Through the use of non-geographic numbers,

organisations can improve the quality of care they provide to their

customers. For example, by routing calls directly to specific people who can

attend to their needs results in reduction in "call wait" time.



Open Telecom, who recently opened an office in Wadebridge, received Partner of the Year award from their telecoms provider, Totem. Pictured here are staff members, L-R, Ian Watts (sales manager), Dan Rathbone (telephone account manager, Totem), Dan Kobale (managing director, Open Telecom), Ian Dunsmore (sales director, Totem) and Lucy Smith (customer service, Open Telecom).

Photo by Alan McDonald, St Issey

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