



0800 • 0845 • 0870 • 0871 • 0700

WELCOME NOTE

Welcome to our consumers guide to telemarketing numbers. This report is designed to help you understand everything you need to know about how they work and you can apply them to your own business. Over the last few years this area has become a minefield of confusion and chaos for many consumers who feel that there are far too many different type of numbers out there without any coherent information to distinguish between them all.

After years of research and direct experience with consumers we think we know the majority of questions people can possibly ask in relation to telemarketing numbers. We may not know all of them but we certainly know more than the average consumer who needs assistance in this matter.

Despite the extensive nature of this telemarketing report, it will not cover the remit of 090XX Premium rate numbers and revenue generating numbers. This area is a huge subject in its own right with legal implications and regulatory requirements that it warrants a separate report on its own. Therefore, we will only focus on the subjects overleaf which will cover 2 main areas;

1. Our Services
2. All about Alphatalk Ltd

Silk House, 109a Digbeth, Birmingham B5 6DT
Tel: 0870 200 4 200 Fax: 0870 200 5 200
www.alphatalk.com Email: sales@alphatalk.com
Company Registration: 04828811 VAT Reg no: 823 477 813

CONTENTS

INTRO.....	3
WHY ALPHATAALK LTD.....	3
AVAILABLE SERVICES.....	5
1. UK Numbers.....	5
0800 Numbers	5
0808 Numbers.....	6
0845 Numbers.....	7
0844 Numbers.....	7
0870 Numbers.....	8
0871 Numbers.....	8
03 Numbers.....	9
Geographic Numbers.....	9
07 Personal Numbers	10
07 Mobile Numbers	10
2. International Numbers.....	11
0844 International Numbers.....	11
Toll Free Numbers (ITFN) & Universal International Free Numbers (UIFN).....	13
International Regional Numbers (PSTN).....	14
3. Virtual Services.....	15
One to One and One to Many.....	15
Follow Me.....	16
Auto Attendant.....	16
Voice to E-Mail.....	17
Fax 2 Email	17
Call Centre.....	18
Call Recording.....	18
Time of Day.....	19
ONLINE FACITIES.....	21
10 FACTORS TO CONSIDER WHEN CHOOSING A COMPANY.....	21
TIPS TO HELP DECIDE ON SERVICE REQUIRED.....	23
IMPORTANT TELEPHONE NUMBERS.....	26
FREQUENTLY ASKED QUESTIONS.....	26

INTRO

Alphatalk Ltd first started trading in October 1996 as Alphadial Communications with only one product. The company was one of the biggest suppliers of 07000 Personal name numbers in the country. Since then it has enjoyed tremendous growth and has expanded its product portfolio in order to meet the needs of a more diverse business community.

As well as developing partnerships with major Tier1 carriers the company has also purchased its own switching facilities and has therefore become a carrier in its own right.

Our services include:

- Non-geographic numbers
- Area numbers
- Bespoke answering services (IVR)
- A range of virtual services

Our philosophy is to provide the best in customer service delivered through resilient and proven products. We pride ourselves on listening to our customers, understanding their requirements, and designing our products and services around their needs.

WHY ALPHATALK LTD

Many reasons! But from a practical perspective, given that you are probably in this site to buy numbers, here are some other reasons:

1. Confidence - we own and operate our own number ranges and infrastructure

This means when you buy numbers from Alphatalk Ltd, it is entirely within our control for the lifetime of the number. Unlike many other companies selling numbers on the web we are not reselling other peoples numbers.

Many companies who purport to offer FREE numbers do so on the basis that their number provider will ALLOW them to do so but they do not have ANY future guarantees.

That means that if you choose a number from one of those companies, you could order a number, print your marketing material, company brochures,

letterheads etc using that number and then find that the company who sold you the number can not support it any longer without losing money.

What are your choices then? Do you think you could talk to the telecoms company who owns the number and ask them to continue service? No. These companies are generally large corporate businesses whose pricing plans do not entertain customers who want FREE numbers. You are then faced with the probability of either, changing the number and losing the money on the marketing material, or paying a fee for a number you thought was free. Either way you pay.

Finally, what happens when something goes wrong? As we own and manage our own network, we can make the changes necessary to ensure your service continues smoothly and efficiently.

2. Support - we are a real company with real people to talk to

Unlike many other companies offering numbers on the web, we have a customer service department there to answer your questions during normal working hours and a technical support function operating out of hours.

Many companies seem to offer support only through email which aside from being a remote way of communicating with people as a 'conversation', it also pre-supposes that you have access to the Internet when you need assistance. For example, occasionally our clients contact us because they need an urgent number re-mapping and are not in a position to go online and complete the change themselves. In addition quite often people forget the pin codes needed to be able to dial into our service and change the mapping but still need it done as quickly as possible.

If you had to email us to make the change which may take days, what would be the impact to your business?

3. Security – communications is the life blood of every business

At any one time if you are trawling the web to find the best deal on numbers, you are likely to find a number of companies selling numbers they do not own as previously discussed. What you may not know is that these businesses tend to come and go fairly frequently.

Before ordering a new number, ask yourself this question:

“If I order a number for my company, and a few months later that number is taken away from me, what would be the impact to my business?”

There are hundreds of horror stories about just that thing happening, and the cost cannot be measured just against the price of printing stationary etc, but in the loss of business and image that usually goes with it. Plus the time taken to deal with the problem.

So before you choose your next number supplier, why not complete a credit check or at least review the background of the business before you make your decision?

4. Pricing Philosophy

It is simple economics that in order to build a strong reliable business with up to date services and good customer care, you need to be able to deliver sufficient margin to pay for it.

With that in mind we constantly monitor the market rates of our competitors and adjust our promotions to compete effectively without ever compromising our business or standards of service.

However, we appreciate that everyone wants to know they are getting good value for their purchases, so we also tend to add value into our packages wherever possible. So, on a like for like basis you will find we add more features, functions and service for less money than virtually anyone else. And we structure it so even the smallest businesses can get the same kind of value for money and service levels as our largest customers.

AVAILABLE SERVICES

1. UK Numbers
2. International Numbers
3. Virtual Services

1. UK Numbers

0800 Numbers

0800 Freephone numbers have now been around for a very long time, and are universally the most recognized number range. The vast majority of members of the public understand that 0800 freephone numbers are numbers

which you can call free of charge, hence their popularity.

The call charges are paid by the number holder and how much they pay will have already been agreed at the outset with their service provider. The cost will vary also upon where the call is terminated. If your freephone number is connected directly to a mobile it is more expensive than if it is connected to a landline. The main point to consider at this stage is that it is a free call for your customers.

Over the last few years the cost of maintaining an 0800 number has come down so drastically that it is no longer an exclusive service available only for large blue chip companies. Many companies ranging from small one man operations to medium sized enterprises are now benefiting from this unique product.

There have been some unfounded concerns in the past which relate to 0800 numbers such as:

-Its too expensive to offer a 0800 number...

Once you investigate the costs involved you will be pleasantly surprised that it can be quite inexpensive to offer a freephone number for your customers. There were times when BT was charging about £100.00 per quarter for this service with call charges as much as 12p per minute. You can now procure a service about 80% cheaper than that.

-You will attract timewasters...

It is true that one or two customers may ring you to waste time because it is free. This should be outweighed by the majority of genuine callers who will be encouraged to call you to do business if it is a free call.

-Staff will use the number to call the office or get their friends to call...

It is now so easy to monitor the incoming calls on an 0800 number on a daily basis that this sort of activity can be very easily eliminated. You can receive daily online statistics and details of calls received.

0808 Numbers

This code is also becoming more commonly used and it is officially the new substitute for the above 0800 freephone numbers. Ofcom the telecoms regulator is now running out of 0800 prefixes to allocate to all the various networks and carriers. Therefore, 0808 numbers are slowly going to replace 0800 numbers. This will not affect all the existing numbers out there as they

will remain unchanged but it just means that in the future all new freephone numbers will begin with 0808 when they completely run out of the 0800 code.

The 0808 numbers are fast gaining recognition with the likes of SKY TV, Granada and other major corporations using them more widely on TV.

0845 Numbers

Calls to 0845 local rate numbers are charged at local rate as follows:

Peak: 4.9p/p/m
Off Peak 2.0p/p/m
Weekend: 1.0p/p/m

These rates are based on calls from a BT landline

One of the major advantages of local rate numbers is that your caller will only pay the cost of a local rate to call you irrespective of their location. For example, if your company is located in Glasgow and you receive a call from London the caller will pay the fixed costs as illustrated above.

0845 number are fast becoming a very popular choice for many companies. They offer an excellent balance between offering your callers cheaper access to your company whilst at the same time not having to subsidize the call charges yourself as you would with an 0800 freephone number.

0844 Numbers

At 5p per minute any time from anywhere in the UK, 0844 numbers are often described as "lo call". You pay NO inbound call charges provided it is routed through to a landline.

With impending regulatory changes to 0870, many organisations are switching to 0844.

0844 numbers allow callers to contact you at a low fixed rate day or night without you having to subsidise the cost of the call. At a maximum of 5p per minute from anywhere in the UK, 0844 numbers are slightly higher than the standard BT local rate but around 3p lower than the national rate for a UK call. 0844 Numbers can be diverted to a landline or even to a mobile for an additional cost.

0870 Numbers

These are national rate numbers. Irrespective of the caller's destination the cost of the call will remain the same. There are no call charges to pay for by the number holder. The caller will pay the following rates for calling the 0870 numbers:

Peak: 7.9p/p/m
Off Peak: 3.9p/p/m
Weekend: 2.0p/p/m

These rates are based on calls from a standard BT landline
Ofcom have also announced that the proposed changes to 0870 numbers will come into effect on 1st August 2009.

The aim is to rebuild public confidence in NGN's by restoring the geographic link for 0870 'national rate' calls and will require mobile and fixed line providers to charge the same or less for 0870 calls as they do for calls to geographic numbers (starting 01 or 02) and be included in any call packages.

The Ofcom change will mean that revenue sharing will no longer be available on 0870 numbers as certain companies will have been paying you revenue of up to 2.5p per minute. Calls received by 0870 number owners will become chargeable. A pricing announcement will follow shortly; however, this is likely to be in line with current Area-Call charges.

For more details on these changes please visit www.ofcom.org.uk

0871 Numbers

The majority of the features of an 0871 are exactly the same as the 0870 number with the exception of the following:

Cost to caller
Peak: 10p/p/m
Off Peak: 10p/p/m
Weekend: 10p/p/m

These rates are based on calls from a BT landline

As the call charges are very much fixed for calling an 0871 number at 10p/pm at all times, there is a possibility that certain companies will pay you a revenue of up to 3p per minute at all times. This is something you need to check you're your individual service provider to see whether you qualify and if there are any terms and conditions that apply.

03 Numbers

0303 & 0300 numbers work in exactly the same way as other non geographic numbers (e.g. 0845 and 0870 numbers), except they are cheaper to call, even from mobiles.

- 03 numbers **cost the same to call as standard landline numbers** beginning 01 and 02.
- 03 phone numbers meet the strong and growing public demand to have a recognisable phone number, which both identifies the type of organisation being called and offers a clearly priced call.
- When somebody phones your new 03 number the call is automatically and instantly redirected to a telephone number of your choice. This is usually your existing landline number and can even be a mobile* number.
- Even better, calls to 03 numbers from mobiles are included in the mobile phone user's bundled or inclusive minutes.
- Your 03 number is **yours for life**; take it with you **even if you relocate**.
- They work alongside your existing landline/mobile numbers.*
- **03 numbers are for everyone**, from a village shop to a national charity and are already being snapped up by people like **Nikon, Comic Relief, British Heart Foundation, the Met Police and the BBC**.

Geographic Numbers

These remote call forwarding numbers simply divert any calls to your existing landline or mobile number. If for example you are based in Liverpool but would like to have a local presence in Manchester we would provide you with a Manchester 0161 number. The calls to the 0161 number would be diverted to your existing landline or mobile number in Liverpool.

All our remote call forwarding numbers can be re-routed to a different landline number should you move offices in the future.

Having a remote call forwarding number is ideal for advertising in telephone directories outside of your local area. If you were to advertise in the Yellow Pages in London we can supply you with a London telephone number.

07 Personal Numbers

These numbers were first introduced in the early part of 1996. The original idea behind this concept was to introduce the personal name number concept which is huge in the USA.

Using the alphanumeric keypad you are dialling either the name of the company or the person. The advertising slogan at the time of the launch was; 'Can't remember the number but the name rings a bell, you can now dial the name as a telephone number'. For example:

07000 DIRECT 07000 THE SUN 07000 MORTGAGE

In addition to the memorability factor, these numbers also have the advantages which are applicable to the 08XX numbers. For instance, the numbers are portable as they are not restricted to any particular geographic location.

The 07000 code has up until now remained a niche product rather than take off as the next best thing since sliced bread, as it was first anticipated. One of the reasons that can be attributed to this is the amount the caller is charged for dialling a 0700 number in comparison to its American counterpart. In the US this product was designed as a freephone number so callers will not have to pay anything when they call, hence the success of the product was much greater in across the Atlantic. In the UK the caller is charged a BT standard 'D' rate which is charged as follows;

14.22p per minute at peak times
8.38p per minute off-peak

07 Mobile Numbers

The primary benefit of a personal 07 mobile number is that it can be the only number anyone requires to stay in contact with you. Unlike normal phone numbers; which are dependant upon network coverage and battery life? These particular numbers can follow you to any landline or mobile. The other big advantage is that you do not have to pay any call charges as the caller pays the full cost of calling you.

2. International Numbers

0844 International Numbers

Have a virtual office in the UK – with a UK 0844 Phone Number directly connected to your overseas office.

Whether you are in the US or London, you can now offer your UK callers a 0844 local rate number to call you without you incurring any call charges. You can divert your number to any landline in the list below without paying any diversion charges whatsoever.

Benefits of this service:-

- Your customers/prospects can call you on a local UK number rather than having to dial an international number.
- You can open a 'UK office' without even leaving your overseas desk.
- Create a good impression for your UK customers.
- Most customers are least likely to dial normal international numbers because of a perception of them being expensive.

Numbers are available for the following countries only.

Alaska	Greece - Athens
Andorra	Guam
Argentina	Hong Kong
Argentina - Buenos Aires	Hungary
Australia	Hungary - Budapest
Australia - Canberra	Iceland
Australia - Christmas Island	Ireland
Australia - Cocos Island	Ireland - Dublin
Australia - Melbourne	Japan
Australia - Sydney	Japan - Osaka
Austria	Japan - Tokyo
Austria - Vienna	Jordan
Bahamas	Korea South
Brazil	Korea South - Seoul
Brazil - Brasilia	Latvia

Brazil - Rio	Luxembourg
Brazil - Sao Paulo	Malaysia
Bulgaria	Malaysia - Kuala Lumpur
Bulgaria - Sofia	Martinique
Canada	Netherlands
Canada - Alberta	Netherlands - Amsterdam
Canada - Montreal	Netherlands - Rotterdam
Canada - Ottawa	New Zealand
Canada - Quebec City	New Zealand - Auckland
Canada - Toronto	New Zealand - Chatham Islands
Canada - Toronto	Norway
Canada - Vancouver	Norway - Oslo
Chile	Panama
Chile - Easter Island	Peru
Chile - Santiago	Peru - Lima
China	Poland
China - Beijing	Poland - Krakow
China - Guangzhou	Poland - Warsaw
China - Mobile	Portugal
China - Shanghai	Portugal - Azores
Colombia - Bogota	Portugal - Lisbon
Colombia - Cali	Portugal - Madeira
Croatia	Puerto Rico
Cyprus	Romania
Czech Republic	Romania - Bucharest
Denmark	Slovakia
Denmark - Copenhagen	Slovakia - Bratislava
Finland	Slovenia
Finland - Corporate Number	Spain
Finland - Helsinki	Spain - Barcelona
Finland - Portable Number	Spain - Canary Islands
France	Spain - Madrid
France - Paris	Sweden
France - Special Services	Sweden - Stockholm
Germany	Switzerland
Germany - Berlin	Switzerland - Geneva

Germany - Bonn	Switzerland - Zurich
Germany - Düsseldorf	Taiwan
Germany - Frankfurt	Taiwan - Taipei
Germany - Hamburg	Thailand
Germany - Hanover	Thailand - Bangkok
Germany - Munich	Turkey
Germany - Nuremberg	Turkey - Ankara
Germany - Stuttgart	Turkey - Istanbul
Germany - VOIP Access	Venezuela
Greece	Venezuela - Caracas

Toll Free Numbers (ITFN) & Universal International Free Numbers (UIFN)

What is an International Toll Free Number (ITFN)?

ITFS stands for International Toll-Free Service. An ITFS number is the international equivalent of a US Toll Free number in that it allows a customer to call a business and have the business pay for the call. With ITFS, customers in one country can make toll-free calls that can then be terminated in another country. The numbers vary country by country.

If your company has clients located in a different country or if you travel to different countries on a regular basis, this service allows you to give a personalized toll free number where they can call and reach you at any time, at no charge to them, regardless of what country you might be in today. There will be call charges to receive the calls and this varies depending on the country the toll free number has been setup for.

What is an Universal International Free Number (UIFN)?

UIFN is an acronym for Universal Free Phone service whereby businesses can advertise a single number that can be accessed from multiple countries.

Which number makes more sense really depends on each customer's needs. .

While the UIFN number is a great idea in principle, in practice it does have some drawbacks.

- UIFN numbers are not available from as many countries as ITFS numbers.
- In some countries where UIFN is available, there are restrictions that are not imposed with ITFS numbers. As examples:
 - In New Zealand, ITFS numbers can be dialed from all mobile phone networks while UIFN numbers can only be dialed from Telecom New Zealand and Vodafone's mobile networks.
 - In Taiwan, hotels must allow guests to dial ITFS numbers from the hotel but they are not required to provide UIFN access to their guests.

• Probably the most important difference is that with UIFN numbers different dialing prefixes are required from different parts of the world and some are counterintuitive.

UIFN numbers consist of a prefix then 800 then 8 digits. An example would be the UK which has a prefix of 00 so a UIFN number as dialed from the UK would be 00 800 XXXX XXXX.

Here's the advice we give to our customers:

If you only need toll-free access from one country, use an ITFS number and save yourself the universal charges.

If you are displaying the numbers on your corporate web site and can provide a drop down box for countries and corresponding toll-free numbers, it still might make sense to go with the ITFS.

However, if you are paying for advertising and the "real estate" is at a premium, it may make sense to go with one UIFN number, especially if you are advertising to a large number of countries.

There really is no "one size fits all" answer, but with careful consideration companies can select the option that best meets their and enjoy the many advantages of international toll free services – ITFS or UIFN.

International Regional Numbers (PSTN)

If you are looking to promote yourselves as having an international regional presence, Alphataalk Ltd can provide you with a range of International Regional Numbers (PSTN). For example, you could promote your products

and services in say, Paris, Madrid and Zurich without actually being there, to name but a few.

3. Virtual Services

One to One and One to Many

One to One is our most simple service that allows you to decide what number you receive your inbound calls on, and we have a number of different versions available for you, as well as the standard service.

The '**greeting**' version, as with many of our services, allows you to use a pre-connection message to welcome your callers in a professional manner.

There is also a '**whisper**' version, which is unique in that, unlike the other services that use messages for callers, it only plays out the message one way, to the call recipient. This is particularly helpful if you receive calls from multiple pieces of marketing, where knowing the origin of the call before you speak with the caller would be an advantage.

Lastly, we have a '**queue**' version, which is the standard service with the added feature of our queue module. The system is ideal for businesses that frequently receive more calls than can be handled by the call centre or customer service agents because it automatically answers the call and holds it until an operator becomes available. The call is held in a first-in-first-out queue and passes out the calls one by one based on the capacity of the operator phone line.

Taking the One to One a step further, we also offer our '**One to Many**' service, which works in principally the same way but can also route calls between up to 5 different destinations if one line is busy or temporarily unavailable. If you have staff that deal with inbound enquiries, by using this service, you can effectively operate a number of agents in a group. As with the One to One, it is also possible to welcome your callers with a pre-connection message that you can personalise yourself, or use the 'whisper' message to announce who has called you.

With both these services you can change the routing of your number instantly, or change the position of a particular destination in your One to Many plan, 24 hours a day, without the need to contact us. Both also offer a voicemail option should you not be available. Alternatively, if you don't wish to use the voicemail facility on these services, callers can simply be informed that no one is currently available to take the call.

Follow Me

A Follow Me service is the term given to a number whereby call received on it can be redirected to a mobile, office, home or voicemail, so that the call eventually connects to you. The result is that you need never be unobtainable.

The benefit of a Follow Me is that the number could be the only number anyone requires to stay contactable. If you change your number often, you can keep your Follow Me and simply change the diversion to the new number. If you work from home, you can divert it to your home without people finding out your home number. It's perfect to put on your records and use to advertise yourself; you will never loose your contacts again no matter how many times you change your number.

The Follow Me is attached to you, not to a telephone. Once you have been allocated your number, setting it up to begin receiving calls takes just a few seconds. Another feature of the service is that you can screen your calls as they happen giving you the option of speaking with the caller or not. You can also add a voicemail facility, so that any messages left for you can be emailed to a dedicated email address for playback as you wish or dial in to listen to them using a dedicated ID number and PIN.

Auto Attendant

Managing your incoming calls effectively is essential and we offer a wide choice of automated and interactive services that ensure the best options for you and your customers. Our Auto Attendant service is aimed at addressing the telephone needs of small to medium sized enterprises.

The Auto Attendant is a sophisticated service for controlling departmental routing within your organisation. It is possible to welcome a caller, offer them routing options, route the caller to the designated option and provide voicemail facilities for each option. All of this is configurable by time of day or day of week, and any messages left during the voicemail can be emailed to a designated address without any need to do anything else.

Upon receipt of a call, the first thing the service does is to look at the normal hours settings. If the time is valid - it is a normal working hour during the normal working day - then the call will be routed to the user. It is also possible to use a hunt group too so if the first user is busy or unavailable the system can try another user, and so on until the call answers. If a call is received outside the hours of operation, the call will be diverted to the users voicemail account. If an attempt to route the call to the user fails, because the users were already engaged on a call, for example, the call will also be diverted to the users voice mail account. A key benefit of this solution is that the call

routing rules can be changed on a whim, 24 hours a day, without the need to contact us.

Voice to E-Mail

Voice to Email is a very flexible service with a variety of uses whereby you can provide recorded information to your customers but also collect important information from your callers. It is possible for you to create a multiple data-capture telephone service, which can request the callers to either record speech, for example, their name or address, or enter information using the telephone keypad (DTMF), for example, their telephone number.

Once you have allocated a NTS number to the service, you can specify an email address of where you would like the information collected during the call to be sent once the call has been completed. Any audio information that is recorded during the call is attached to the email as a wav file and the DTMF details will be contained within the body of the email.

A typical use for this service would be a brochure line, for example, whereby you could create the service yourself to play a personalised introduction message before requesting name and address information or asking the caller to input a contact number using the telephone keypad.

Fax 2 Email

The fax 2 email service enables you to receive faxes without ever owning a fax machine. With your own dedicated virtual fax line you can receive faxes 24 hours a day, without even having a physical line.

The Fax 2 Email Service uses your existing e-mail and network technology to receive faxes over the Internet. No software or training is needed to use the system.

The best feature of this service is that it is completely **simple**.

How Does Fax 2 Email work?

Fax 2 Email is the new alternative to using a fax machine. When you register for the Fax 2 Email service a number of your choice is allocated to you. This number can be given to clients as your fax number.

When your client sends you a fax via your number it is received by a secure server. Once received the fax is converted into a PDF document and attached to an e-mail, which is sent directly to your inbox.

Fax 2 Email allows you to receive faxes in your email inbox 24Hrs a day with no need for a fax machine, extra phone line, paper, or anything else that is associated with faxing. Simply retrieve your e-mail and there you have it; you can save, print, forward and delete faxes as you please, saving you time and money.

Call Centre

Our Call Centre System allows you to create the Ultimate Professional Image for your Business. Our system allows you to divert calls to individual departments like Sales, Accounts, Technical Support et, and then have those calls answered by whoever you want, no matter where their location.

For example you may want to put Sales calls through to your Office Telephone Number, you may want to put Accounts calls through to you Bookkeepers Number, or you may want to put your Tech Support Calls through to your Contractor in the USA.

The Switchboard can be configured to your own requirements. This option is the advanced version of the Auto Attendant service as it allows you to have up to 10 options per layer and as many layers as you require. The options can be diverted to a person, or group of people, an Information Line, or a Voicemail. Smart Hunt Groups can be set up in each department.

Call Recording

At last, an effective method to record phone calls without costly technical investment. Literally at the touch of a button, our unique telephone recording service enables you to record incoming or outgoing calls using your telephone keypad.

Simply by fronting your business with any of our NTS numbers, you have instant access to extremely flexible and creative network-based recording services, eliminating the need to purchase in-house call recording equipment and negating all associated maintenance issues with such investment.

The NGN number is connected to your existing telephone number so that when the number is dialled a pre-recorded message is played stating that calls may be recorded for monitoring or training purposes, after which the call is transferred immediately to you. At this point our system instantly begins to record the dialogue and, within minutes of the conversation concluding, automatically saves the recording as a wav file, which can then either be delivered to a designated e-mail or sent to our online playback facility, for

retrieval later.

Exclusively, we have also pioneered call recording solutions for those customers who may want to make outbound calls that require recording, simply by dialling a number on the system. The system presents dial tone and you dial the number required. If the number is valid and the call is answered, both parties are connected and the recording will commence. A further exceptional bonus of this service is the ability to record from an infinite number of extensions connected to your existing telephone number, thereby enabling simultaneous multi-recording.

Time of Day

Our Time of Day routing module is a simple service that allows you to redirect the inbound calls that your NTS number receives depending upon the time-based rules in the service set up.

With the service, it is possible to welcome a caller by way of a personalized pre-connection message, route the caller to the preferred destination and provide a voicemail facility for those calls you can't answer. All of this is configurable by time of day or day of week, and any recordings taken during the voicemail can be emailed to a designated address without any need to dial in to retrieve the message.

Upon receipt of a call, the first thing the service does is to look at the normal hours settings. If the time is valid - it is a normal working hour during the normal working day - then the call will be routed to the user. It is also possible to use a hunt group too so if the first user is busy or unavailable the system can try another user, and so on until the call answers. If a call is received outside the hours of operation, the call will be diverted to the users voicemail account. If an attempt to route the call to the user fails, because the users were already engaged on a call, for example, the call will also be diverted to the users voice mail account.

BENEFITS OF TELEMARKETING NUMBERS

- **Memorable numbers**

Unlike normal landline numbers that have been allocated to you by the main service provider, you can create a more memorable and unique number with Telemarketing numbers. Which would you remember better?

020 7624 5792 or 0800 007 6000
0161 439 6527 or 0870 061 0000

Subject to availability you can create more memorable and personalized numbers which are pertinent to your business.

- **Gives your business a national presence and professional image whilst hiding your locality**

One of the biggest selling points of telemarketing numbers is that they do not reveal your location. Many customers have confessed that they miss out on vital business if the caller realizes that they are not from the same local area as their potential customers. By advertising an underlying landline number your potential customer can quite easily identify your location and this may have a bearing on whether they decide to do business with you. You may deter some people from calling you because they may assume you are based too far away when in fact you may be able to service them. Sometimes telephone codes change even if areas are a few miles apart.

The technology is now available to connect customers calling from the UK to anywhere in the world via a telemarketing number. The caller may think they are talking to someone in the UK unaware that the call is actually connected to a call centre in California or anywhere in Europe. This is a very powerful concept which allows a customer to dial a 0800 freephone number which will connect overseas without charging the caller the cost of an international call.

This will effectively transform your image from a 'local firm' to a 'serious national business.'

- **Equality with an 08 Number**

All customers will be charged equally, irrespective of their location. This unified charging can be a major factor in acquiring more and more potential customers.

- **There's no need to change your existing landline number as it is portable**

As in the point above if these numbers can be connected to anywhere in the world that means that they will also help your business if you relocate. In the vast majority of cases if you relocate you have to advise all your customers of your new numbers and change your stationary accordingly. With telemarketing numbers you are not restricted to any one particular destination and therefore the numbers are transferred easily.

- **No extra lines to rent or equipment to buy**

There is absolutely no requirement for extra phone lines or any equipment whatsoever. We simply divert the incoming calls to an existing number of your choice. Your phone will continue to receive calls on its original number as well as the incoming 08 number calls, and can be used to make outgoing calls as normal.

- **Advanced Analysis**

Most service providers will now provide you with vital statistics relating to all incoming calls on your special telemarketing number. Depending upon how advanced the information is you can now see how many calls you received on a daily basis, sometimes on an hour by hour basis and analyze all the information. This can prove very useful in monitoring all activities relating to advertising and marketing. You don't want to continue running and advert in the press without fully knowing whether it is bringing in the business and is paying for itself.

ONLINE FACILITIES

We operate an interactive web based service for our customers so they can enjoy the maximum level of benefits from our website.

Here are some of the features that you can access from this site:

- Modify the target number of your number instantly whenever you like.
- Analyse the target history of your non-geographic number.
- View all previous bills with full itemisation.
- Advanced analysis; view graphs and charts relating to your incoming calls and even find out how many calls you received from each destination.

10 FACTORS TO CONSIDER WHEN CHOOSING A COMPANY

Here are some very important tips to consider when choosing the type of Telecoms Company with which you would like to do business. We hope that price is not the only comparison that you do as sometimes when something is labelled as too cheap it may fail to deliver the quality of service you and your business deserve. However, here are some very valid points to consider:

- **How** long has the company been trading?

This will help you decide whether you are dealing with an established company or a new start-up. If they have been around for a long time they are most likely to be experts in their field.

- **When** you ring them how long does it take to answer the call?

This speaks volumes about a company's customer service. If you find that they are very slow to attend to calls or are constantly on answer phone during

business hours then this demonstrates poor customer service. You can imagine the many frustrations you will endure when you need to speak to them during important times such as when you may have an account query or may need help of a technical nature.

- **Will** you be assigned to an Account Manager?

If a company has assigned to you an Account Manager this will be very helpful in you future dealings with the company. Rather than being shifted from one department to another and always dealing with a new person over the phone, it helps tremendously to have the same person dealing with your affairs as they will understand you better and thus offering you a consistent service.

- **What** services is included in their current charges?

Make sure you ask exactly what you are getting for your money. Many companies charge for certain services which are offered as standard and free of charge with others. For e.g., some companies charge for certain web based statistics and itemized information. It is also known that certain companies want to charge you up to £50.00 each time you want to divert your telemarketing number to a different target number.

- **What** online facilities do they offer?

You will be surprised that even in this information age some companies are still trailing behind in the level of IT support and services they offer. Would you like to receive online billing and will the company be able to deliver that? Some companies can now offer you online statistics and diversion facilities which can allow you to divert you number instantly online 24 hours a day. We still have companies which will take up to 3-4 days to divert your number if you request it through the normal channels.

- **How** quickly can they connect/divert numbers?

If they take more than 48 hours to either connect or divert a number it can mean that perhaps they have to go to a third party to connect numbers and therefore do not have total control of the network side of the operation. Just remember in the event of an emergency when you need your number diverted instantly, a delay of one or two days may cost you dearly in terms of potential loss of business. Numbers can now be connected or diverted instantly and ask whether you can do that yourself online.

- **Can** they connect any of these numbers abroad?

We are living in a rapidly changing world where customers are always researching new ways of doing business. An increasing number of companies are now demanding that they have the flexibility to transfer their numbers abroad if they decide to relocate the whole operation overseas. Some companies only have numbers which are compatible for UK landlines only, whilst others will allow you to divert the numbers to landlines and mobiles overseas. It is worth asking whether they offer that facility and on which particular numbers.

- **Do** they give you a choice of numbers to select from?

Would you like to choose a memorable number for your business or is the company going to select a random number from the computer on your behalf? If it is important for you to personalize your own number make sure the choice is available to you.

- **How** long will the company bind you into a contract?

This is one of the most crucial points of this document? Again there is no set standard for the industry. If you approach BT they will make you enter a legally binding contract for a minimum of twelve months. This may become onerous if after six months your business venture has failed and you cannot afford to remain in the contract. However, at the same time certain companies will offer the same service on a minimum term of 1 month only. Therefore, if the service is no longer relevant you will have peace of mind that you are not stuck in a lengthy contract.

- **Do** they offer a Direct Debit facility to pay bills?

This is now one of the safest and secure ways of paying bills. In the event of an overpayment or an unauthorized payment you are entitled to a full refund under the Direct Debit Scheme Guarantee Rules.

TIPS TO HELP DECIDE ON SERVICE REQUIRED

Q) I AM NOT TOO SURE WHICH SORT OF NUMBER TO HAVE. CAN YOU HELP?

There is no definitive answer to this question for all business as each solution has to be tailor made for each company. However, you may like to consider some of the following:

a) Who are your callers/customers?

If you expect most of your incoming calls to be from members of the public, they do like their free phone numbers (0800 or 0808). For example, when you are looking through the Yellow Pages for a particular service or commodity you will go straight to the adverts which firstly show an 0800 number, as we know it will be a free call. However, if you expect most of your calls to be from other companies an 0845 or 0870 number can work just as well

It is also important to establish what sort of numbers your competitors are using. If for instance you have a number of competitors in your local Thompson and Yellow Pages all using freephone numbers then they are obviously working for them. In addition, if you were to advertise in the same place as these competitors using an 0870 number (7.9p Per Minute Peak Time) we would expect the majority of people to call your competitors, as they will prefer a free call. Of course if you are involved in a “niche” market with perhaps only one competitor who is using an ordinary landline number then the sort of telemarketing number you are using will be less relevant.

What really does matter is the business or industry you are operating. If what you have to offer is unique and nobody else is offering it then you don't need to pay for the free call for your customers by offering an 0800 number.

b) 0800/0808/0845/0844 or 0870/0871

One of your main considerations will be the cost of calls for your customers.

Most people will not hesitate to ring an 0800 as the call is free. The cost for calling an 0845 number is based on a standard local rate or an 0844 which is a flat 5p per minute rate. However, if you are providing a certain level of expertise such as Mortgage Brokers or a Legal Helpline many companies would take the view that if people are “picking their brains” it is not unreasonable for callers to pay up to 7.9p per minute peak time. There may be a call rebate available for all incoming 0870/0871 calls during peak hours. You need to find out whether you qualify.

c) Are your customers based locally or nationally?

This may also be very important consideration. If you only serve your local area then it may not be a good idea to offer a national rate number for your customers, especially, if the vast majority of them are based on your doorstep.

d) Are you trying to keep your costs down?

If the answer is yes, then we would advise you that an 0800 number may not be the right product for you. You may start incurring call charges which may come as a surprise at the end of the month if you have not kept the calls to a minimum. You may be better of going for an 0845 Number. You will only pay a fixed line rental every month with no call charges which will be easier to budget.

e) Do you need a memorable number?

Once you have decided which type of telemarketing number you require you may well want to consider having a more memorable number i.e. one that your customers are much more likely to remember without checking their mobile or where they wrote the number down. Numbers with more “zeros” or “double digits” and/or with a rhythmic feel to them are far easier to recall.

Which would you remember more easily?

0121-635 4927 or 0800 007 5000

We have a scale of charges for these numbers grouped into categories of Bronze, Silver, Gold and Platinum.

When you purchase a telemarketing number the last thing you want to do is to change the number after a while. Consequently, it makes good business sense to make your telemarketing number as memorable as possible at the point of sale. In all probability you will use your telemarketing number(s) for many years, in fact for the duration of your company. On the other hand if you do not need your number to be anything special or memorable just go for a standard number.

IMPORTANT TELEPHONE NUMBERS

Sales	0800 007 6000 or 0808 222 0232
Accounts	0870 200 4200
Emergency out of hours	0870 061 8102
For abroad callers	0044 121 633 5200

FREQUENTLY ASKED QUESTIONS

Q) Don't I own the number myself outright?

The number is yours to use for as long as you require the service and continue to pay for it. Essentially the ownership of the number remains with Alphataalk Ltd.

Q) Is there a minimum contract?

There is no minimum contract, just a quarterly rollover. You can cancel the service at any time by giving one month's notice in writing.

Q) What happens to my number should Alphataalk Ltd stop trading?

We are in our thirteenth year of trading so you can be sure you are dealing with an established company. In the unlikely event of this happening you can port your number over to BT.

Q) What if I relocate and/or need to change the underlying telephone number to which my 08... Number is connected?

We do not charge for changing your 'target' number. You can change your target number yourself either online or via our Automated Telephone Diversion System.

Q) I have a number of offices in different locations. Can I have my 08... number revert to a second or third office if the call is not answered at the first one?

We can provide this service (Divert on Busy) on up to 10 different locations.

Q) Do I receive itemised billing?

You can view your itemised billing 24 hours a day from our website.

Q) What sort of online statistics do you provide and is there a charge?

Our online statistics are totally free to you. They will usually show all of the calls received on your 08 number up until the previous day. The time of day and duration of each call is shown. These can be particularly useful in pinpointing which advertisements are working better for you than others.

Q) Do you provide any answering services?

We can provide an automated voice answering system for your calls. What this service does is that it offers voicemail without you using one of your own lines.

Q) Does having a Freephone number affect my landline or are there any other implications for my regular telephone provider?

You could literally connect hundreds of these numbers to one landline number. They will not affect your regular landline nor will your provider be aware of it, neither will they care.

Q) How many 08... numbers can be connected to my landline?

There is no restriction on how many numbers can be connected to the same target number. You can either have a minimum of one or literally thousands without affecting the underlying landline number.

Q) Can 08... numbers be diverted to international landlines or mobiles?

Yes, the facility is now available for 08... numbers to be connected to any landline or mobile in the world.

Q) Would any new equipment or lines be needed in order to setup any of these numbers?

Calls to your 08... numbers will be patched onto your existing lines. Therefore, you will not need to install any new lines or equipment.

Q) Would the old landline numbers still work?

One of the major benefits of these 08... numbers is that they will work in harmony with your existing telephone numbers.

Q) Do these numbers interfere with any outbound calls that I make?

These numbers are designed purely for inbound calls and have nothing to do with any calls that you make when you dial out from your phone. You will be billed as normal from your service provider for all your normal outbound calls.

Q) Can 08... numbers be used for fax machines?

Yes, we can connect these numbers to your fax lines as well, so customers can send you faxes by dialling any one of these numbers.

Q) Benefits of a non-geographical number.

- ❑ ***Attract more customers;*** especially with 0800 Freephone numbers as you are providing free access to your company
- ❑ ***Hide your locality;*** you can give the impression of being a local firm when you are not even in the same locality as your customers.
- ❑ ***Portability;*** Transfer these numbers to anywhere in the country and ensure a smooth transition for your business if you are relocating
- ❑ ***Monitor your advertising;*** most companies know that half of their advertising does not work but they do not which half. With the aid of telemarketing numbers you can monitor all incoming calls in conjunction with any adverts that you may have placed. This may help you save you hundreds of pounds by helping to eliminate adverts that do not work.

Q) Advantages You Can Expect

- No minimum contract.
- Per second billing.
- Free diversions.
- Free billing and itemization.
- Dedicated Account Management.

Q) Can these numbers be taken to a new office if relocated?

As these numbers are portable and not restricted to any geographic location you can take them with you to any destination.

Q) Can people dial 08... numbers from abroad?

There is no definite answer to this. Normally, the person calling from abroad would have to drop the 0 (zero) at the beginning of the number as you would for a standard number and replace it with the international prefix. However, due to the now ever increasing bandwagon of carriers around the world there

may be certain carriers who do not recognise these numbers and the caller may not be able to get through. That is why we recommend that for international business you also display your standard telephone numbers. On a positive note more and more international carriers are now recognising these numbers.

Q) How many 08 Numbers can be connected to my landline or mobile?

There is no restriction on how many numbers can be connected to the same target number. You can either have a minimum of one or literally thousands without affecting the underlying landline number.

Q) Can 08 Numbers go to international landlines or mobiles?

Yes, the facility is now available for 08 numbers to be connected to any landline or mobile in the world. Not every service provider can offer this service.

Q) Can 08XX Numbers be diverted to another destination if the first one is busy?

It is now possible to program up to half a dozen different destinations for each telemarketing number. For example, if the first destination is busy it will divert the calls to another destination.

Q) Do we have to change our telephone provider?

These 08 numbers are simply connected onto your existing landline or mobile numbers. Your existing service provider will not need to know that there is certain telemarketing numbers connected on top of their lines as they are not affected by this at all, neither will they care.

Q) Would I need any new equipment or lines to be installed in order to have one of these numbers?

Calls to your 08... Telemarketing numbers will be patched on to your existing lines. Therefore, you will not need to install any new lines or equipment. For example, if you have 10 lines on your main office number and we connect the 08 number to that line, you will then be able to receive 10 calls simultaneously because the original number has that capacity.

Q) Would our old numbers still work?

One of the major benefits of these 08 telemarketing numbers is that they will work in harmony with your existing telephone numbers. Many people fear that

once they have these numbers they will lose their original landline numbers. If anyone still dials your existing numbers they will still be connected as well.

Q) Do these numbers interfere with any outbound calls that I make?

08 numbers are designed purely for inbound calls and have nothing to do with any calls that you make when you dial out from your phone. You will be billed as normal by your current service provider for all your normal outbound calls.

Q) Can we use 08 numbers for fax machines?

Yes, we can connect these numbers to your fax line as well so customers can send you faxes by dialling any one of these 08 numbers.

Q) Can we divert these numbers when we relocate to our new office?

As these numbers are portable and not restricted to any geographic location you can take them with you to your new destination. Most service providers will offer this diversion facility free of charge.

Q) How do we know if someone is ringing our 08 number or our original landline number?

There are currently two methods of how this can be distinguished. Firstly, you can set up a separate landline number designated to the 08 number which will only ring when someone dials your 08 numbers. You will know instantly that this is a business call because no one will have been given your underlying landline number. On the other hand certain service providers like BT will allow you to set up a call sign facility which means that a different ring tone will be designated to all incoming calls on the 08 numbers. This will help you distinguish between incoming calls on the telemarketing number and the normal landline number.

Q) How much does the caller pay per minute for dialling these numbers?

0800 Numbers: Free at all times from UK landlines. Certain mobile operators will charge their own individual tariffs for calling a 0800 freephone number. At the time of print only Orange and O2 customers on contracts can call freephone numbers for free. All pay as you go mobiles charge for calling an 0800 freephone number.

0870 Numbers: 7.9p/3.95p/2.00p per minute. Day/Evening/Weekend inc. VAT

0845 Numbers: 3.95p/2.0p/1.00p per minute. Day/Evening/Weekend inc. VAT

0871 Numbers: 10p per minute at all times. Day/Evening/Weekend inc. VAT

Q) What will I be charged on my 0800 Freephone number if someone calls me from a mobile?

This is a very popular question that people ask when taking out a freephone number. The common misconception is that if someone calls from a mobile phone than the number holder will be charged a mobile rate as well. The truth is that whatever incoming call rate you have agreed at the outset when the deal was signed, that is what you will pay at all time irrespective of whether the call was made from a mobile or international destination.

Q) Can people dial 08 numbers from abroad?

There is no definitive answer to this question. Normally, the person calling from abroad would have to drop the 0 (zero) at the beginning of the number as you would for a standard number and replace it with the international prefix. However, due to the now ever increasing bandwagon of carriers around the world there may be certain carriers who do not recognize these numbers and the caller may not be able to get through. That is why we recommend that for international business you also display your standard telephone numbers. On a positive note more and more international carriers are now recognizing these numbers.