

Consultation title	Directory Enquiries (118) Review
Full name	Iain Wright
Representing (delete as appropriate)	Self

Your response

Question	Your response
Question 1: Do you agree with our assessment of harm?	No, I do not agree. The “harm” is a direct result of Ofcom taking a wrecking ball to a system that worked which was one single 3 digit number (192) for access to directory enquiries. The result, which you are now consulting on, is a monster created by Ofcom. Customers are confused and are being ripped off by the very system put in place by Ofcom to be better for customers. It clearly has not worked.
Question 2: Do you agree with our view that the proposed cap on the service charge for a call to a 118 number of £2.58 (ex VAT) per 90 seconds of the call is an effective and proportionate to remedy the harms identified?	No, I do not agree. £2.58 (ex VAT) is scandalous. No matter what you decide, customers are still going to be ripped off for accessing directory entries.
Question 3: Do you agree with our view that an overall implementation period of four months following Statement will be a sufficient time for providers to introduce the proposed cap?	No, I do not agree, it is clear that your intentions are to muddy the waters even further for customers and the rush job which will ensue when you introduce your proposals.
Question 4: Do you have any comments on the notifications at Annex 10 and the draft modification set out within them? Where you disagree with the proposed modification, please explain why.	The draft modification does not go far enough. It is crystal clear to everyone except Ofcom that the current system has totally failed the very people Ofcom set it up to serve. This modification and consultation does not go far enough. The UK DQ service requires a complete rethink in terms of access, cost and consumer awareness in terms of cost of use. Ofcom should be absolutely ashamed of themselves in the way they have handled the regulation of the UK DQ market.