

Consultation response form

Please complete this form in full and return to futureofnumberingteam@ofcom.org.uk or:

Future of Numbering Team
Ofcom
125 Princes Street
Edinburgh, EH2 4AD

Consultation title	Future of telephone numbers
Full name	
Contact phone number	
Representing (delete as appropriate)	Organisation
Organisation name	GCI
Email address	

Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom's General Privacy Statement](#).

Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.	Your name
Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.	None
For confidential responses, can Ofcom publish a reference to the contents of your response?	Yes

Your response

Question	Your response
Question 2.1: We have set out developments in voice telephone services that are important in shaping our review of the future use of numbers to promote consumer confidence. Do you agree that these are the key considerations? Do you have any comments on our analysis of these developments? Are there any other developments or considerations that should be part of shaping this review, and if so, in what way?	Confidential? – N Agree that all the main considerations have been covered.
Question 3.1: What are your thoughts on the ability to dial local numbers from a landline without the area code? Do you think the local dialling facility has value?	Confidential? – N Think it is currently something that is useful for consumers to distinguish between the area codes.
Question 3.2: Do you think local dialling should be closed on an area by area basis as required to increase number supply or across the whole of the UK at the same time? Why do you think this?	Confidential? – N Across the whole of the UK at the same time to avoid confusion.
Question 3.3: Do you have any views on allowing telecoms providers to make individual decisions on whether to provide customers with the ability to dial local numbers from a landline without the area code?	Confidential? – N Think it would simplify things if everyone adhered to the same rules.
Question 3.4: For telecoms providers, what are your thoughts on the ability to implement the closing of local dialling in all UK area codes simultaneously?	Confidential? – N Would need to ensure that there was sufficient time to implement and communicate the change.

<p>Question 3.5: For telecoms providers, what are your views on the technical feasibility of providing local dialling to customers when offering an IP-based voice service?</p>	<p>Confidential? – N</p>
<p>Question 3.6: What do you consider are the important factors about geographic numbers? For example, is it the information they provide about the caller/called party? Is it familiarity, trust or confidence in call cost?</p>	<p>Confidential? – N</p> <p>Familiarity with the consumers and being able to identify where the caller is calling from.</p>
<p>Question 3.7: What are your thoughts on retaining area codes in geographic numbers? Do you think location significance in geographic numbers has value and should be preserved? If so, why? How might your view change over time?</p>	<p>Confidential? – N</p>
<p>Question 4.1: What are your thoughts about 084 and 087 numbers? What are the benefits and/or disadvantages of contacting an organisation by calling an 084 or 087 number? Can you tell us of any experience you've had calling these numbers? Have you expressly chosen not to call a service that uses these numbers? If so, what led to that decision and how did you choose to make contact instead (if you did)?</p>	<p>Confidential? – N</p> <p>Main issue with these is the trust issues from people calling them and how much they cost to call. I tend not to call them and instead do online as I know they can cost so try to avoid if I can. Although there have been measures put in place to make costs clearer, there is still a lot of confusion surrounding it.</p>
<p>Question 4.2: We are interested in hearing from people who use 084 or 087 numbers as a contact telephone number. If you use one of these types of numbers as a means of contacting your service, why did you choose to do so? What do you think about using these numbers in the future?</p>	<p>Confidential? – N</p> <p>We have got an 0844 contact number but we can also be contacted by email. It provides a global presence rather than a local presence and there is the option to contact by other means.</p>

<p>Question 4.3: For telecoms providers, we are interested in hearing from providers that offer services on 084 and 087 numbers to their customers. If you do, can you provide some examples of use cases? What benefits do you offer to organisations in using 084 and 087 numbers rather than other numbering options? For originating providers, do you have any customer experience of attitudes towards and views on calling 084 and 087 numbers that you can share?</p>	<p>Confidential? – N</p> <p>Yes, we provide 084 and 087 numbers to some customers. They can gain a revenue share by providing these numbers. We have some resellers who we provide a bank of numbers to who then provide these to their customers. We also operate some 08 services directly with customers.</p>
<p>Question 4.4: Are there changes to 084 and 087 number ranges that you think Ofcom should consider proposing to address the concerns highlighted in the research summarised in paragraphs 4.17 to 4.26?</p>	<p>Confidential? – N</p> <p>Any measures to increase awareness of the costs would be useful although for the older generation who tend to be set in their ways attitudes are hard to change regardless.</p>

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