



Important Changes To Non-Geographic Numbers.

Everyday, we use service numbers to make phone calls to companies and organisations, contact directory enquiries or even to vote on TV shows. But the cost of calling these numbers, which start 08, 09 and 118 is often difficult to find out...

From the 1st of July, Ofcom are putting in place a new system that will make the cost of call service numbers clear for everyone. This will affect all mobile and fixed line tariffs as well as Livvy's customers who provide Non-Geographic Numbers.

Mobile & Fixed Customers

Calls made to 084/087/09/118 numbers across the UK will change from their current RRP structure to a split between a service charge and an access charge:

- An **access charge** is the call charge that is set by the mobile operator at ppm. For O2 this will be 25ppm for mobile and 5ppm for Landline (ex VAT).
- A **service charge** is the rest of the call charge. The organisation you are calling decides this, and will tell you how much it will be for the call. For example, ITV for X-Factor. The Service Charge price will be quoted when the number is published and will include reference to the Access Charge. Eg:

“Calls to this number will cost Xppm Service Charge plus your phone company Access Charge.”

The joint price will be charged on the phone bill.

This will affect all landline customers and all mobile customers on bundled tariffs and tariffs designed for SMB.

Telemarketing Customers

If your organisation has a non-geographic number, you must comply with Ofcom's new regulation when advertising your service number. This means that all promotional materials web pages and adverts must be updated to the following:

“if you wish to discuss a claim, your call will be charged at Xp per minute/per call plus your network operators access charge”

The service charge must be displayed prominently alongside the phone number.

It is critical that you take action on this before the 1st of July.

If you would like more information on these changes or assistance with complying with the new NGN regulations, please talk to your Livvy's Account Manager urgently before July.

TAKE ACTION BEFORE 01.07.2015