

Guide to Numbering Options Available With Our Products

Gamma stock a full range of telephone numbers, including all varieties of 08 business numbers, the brand new 03 number ranges and coverage of UK local 01/02 area numbers.

With so many choices, it can often be confusing to know which type of contact number will be most appropriate for your organisation. In making your decision, we recommend consideration of the following:

Objective	Suggested Number Type	Benefits	Example Businesses/Organisations
<i>"I want to achieve a local presence for my business which serves my local community"</i>	01/02 local number	<ul style="list-style-type: none"> • Callers associate local numbers with local service. • Particularly relevant to businesses that will necessitate face to face Customer contact. • Accessibility: local 01/02 numbers included in many free call minutes packages • Reinforce the perception of local service 	Plumbers, Building Services, Taxi companies, Electricians, Local Retail outlets.
<i>"I am a Public Sector organisation and therefore need to be accessible to my callers. I wish to portray a local image as my Clients are located in the local area".</i>	01/02 local number	<ul style="list-style-type: none"> • Particularly suitable for local NHS public sector services • Government ruling in 2005 determined that 08 numbers; particularly 0870 numbers are inappropriate for NHS organisations dealing with vulnerable callers. • Accessibility is key and with local 01/02 numbers included in many free call minutes packages, these number types ensure an inexpensive alternative • Reinforce the perception of a service which is local, therefore accessible for the caller. 	Doctor Surgeries, Dentists, Health Practitioners, Local Charities, NHS Opticians, Schools, Colleges, Hospitals, Public Libraries, Local Councils/Government, Youth Centres.
<i>"I am a Public Sector organisation and therefore need to be accessible to my callers. I serve Clients throughout the UK".</i>	030 Number	<ul style="list-style-type: none"> • Brand new number range • Introduced by Ofcom to enable Public Sector organisations to portray a national UK image (no geographic linkage) whilst remaining inexpensive to the caller. • The caller will pay no more for dialling 03 number than the national geographic rate 	National UK charities, National Government, Public Bodies.

		<ul style="list-style-type: none"> for calls to 01/02 numbers. 030 range reserved by Ofcom for use by Public Sector/Charitable organisations only Helps generate Charitable/Public Sector identity. 	
<p><i>"I am a business which serves the local community but I am looking to expand out of area and generate new business from a wider region".</i></p>	Out of area 01/02 number of your choice	<ul style="list-style-type: none"> Gamma IP and Inbound Products enable you to acquire an out of area 01/02 number of your choice Can be answered at any destination of your choice! Example: Glasgow taxi company with 0141 number looking to extend services into the Edinburgh 0131 area. We would provide you with a Product that gives you a local Edinburgh number and enables you to decide where you answer those calls. 	Any organisation looking to expand into a new area and extend reach beyond the existing STD code area.
<p><i>"My organisation is moving premises and we have been told we cannot keep our existing numbers".</i></p>	Number Portability: 'Virtual Numbers' with Inbound/FeaturePlus or provision directly with any IP Product	<ul style="list-style-type: none"> Most Customers are able to port their numbers into our network Individual number or range of numbers such as DDI's When the number is live on our network, we can set up onward routing to the destination of your choice - even to a mobile phone! 	Any organisation looking to move premises whilst retaining existing telephone number(s).
<p><i>"I am looking to generate revenue from my incoming calls and willing for my callers to pay a higher rate to contact me".</i></p>	0844/0871	<ul style="list-style-type: none"> Revenue sharing Caller pays a higher rate (price bands from 1-10ppm) which could mean that you qualify for a share of this extra call revenue. Ofcom monitors use of these services to ensure that they are used appropriately Example: this number type unsuitable for local NHS organisation. Numbers from the 0871 range are regulated by the Premium Services Regulatory authority (PhonePayPlus) to ensure that callers are not subjected to unfair calling charges when contacting organisations with this number type. 	Booking/Ticket Hotlines, Telephone Support Services (e.g. IT Helpdesks), Automated Payment Lines.

<p>"I am a Charitable/Public Sector authority dealing with vulnerable callers".</p>	<p>0800/0808 Free Phone</p>	<ul style="list-style-type: none"> • Highly accessible to callers as in most cases they will not have to pay for the cost of the call (call charges may apply when calling from a mobile phone). • Calls from fixed lines to UK free phone numbers are guaranteed to be free to the caller • Should not appear on the telephone bill. • Owner of the number will have to pick up the cost of the call therefore there should be budgetary considerations. 	<p>Charities, Helplines, Counselling Services, Lawyers/ Solicitors, Police/Crime reporting, Victim Support.</p>
<p>"I am launching a new advertising campaign and looking to generate as many calls as possible".</p>	<p>0800/0808 Free Phone number</p>	<ul style="list-style-type: none"> • Research has shown that 75% of companies with Free Phone numbers say that it has increased their business (<i>Henley Centre – Independent Market Research</i>) • Callers encouraged to call in knowledge that there will be no call charge (charges may apply for calls made from mobile phones). • Owner of number will have to pick up the cost of the call • Budgetary considerations. 	<p>Anyone looking to generate optimum amount of inbound calls and willing to pick up the cost of incoming calls.</p>
<p>"I am looking to establish a caring after-sales contact number for my existing customers".</p>	<p>0800/0808 Free Phone</p>	<ul style="list-style-type: none"> • Research has shown that Consumers see an 0800 Free Phone number as a sign that a company wants their business and is willing to remove the hassle and cost of contact (<i>Henley Centre Telebusiness Survey</i>) • 63% of consumers prefer doing business with companies offering an 0800 free phone number (<i>Teleculture 2000</i>) 	<p>Anyone for whom after sales care, repeat business and frequent customer contact is desirable.</p>