



**I N D E P E N D E N T
T E L E C O M M U N I C A T I O N S
C O N S U L T A N T S L T D**

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Web: www.it-cts.co.uk

About ITC

Independent Telecommunications Consultants (ITC) Ltd offers your business a range of cost –effective and versatile communications solutions.

We offer a full range of network based products and services from a selection of first class business partners. Our range of inbound services includes 0800, 0844, 0845, 0871, 0300, enhanced network services, call routing plans, disaster recovery and call recording. Our outbound services offer highly resilient call routing from first class network providers at highly competitive rates. Flexible call statistics, including an online option, are available for all services.

ITC provide a single point of contact and one bill. Our first class customer service, combined with our excellent rates, ensures that your business receives an unbeatable package both in terms of service and price.

We pride ourselves on our industry knowledge, ensuring that we keep abreast of the latest developments, new technologies and changing legislation. Our consultants provide expert, unbiased advice in this fast moving marketplace.

Our philosophy is to provide service that is second to none, whilst offering the latest products at very competitive tariffs. Through adopting this approach, we have attracted numerous prestigious clients who place a similar emphasis on excellent service and value for money.

We offer:

- Flexible solutions – A range of services from leading network providers, combined to offer a tailored solution.
- A range of statistics packages.
- Independent advice and support – By understanding your organisation we can provide business consultancy to enable you to realise the optimum benefit from your solution.
- Consolidation – Simpler telecommunications management from one supplier with one bill and one service contact.
- Service excellence – Every client is supported by a dedicated client management team for both their strategic and day to day needs.

Networks

"Independent Telecommunications Consultants Ltd have been a reseller of Kingston Communications services since 2000. They are one of our top channel partners, specialising in providing inbound non-geographic telephone numbers to the corporate market."



Lesley Bowkett
Partner Services Account Manager
Kingston Communications PLC

"Independent Telecommunications Consultants Ltd have for many years been experts in providing number translation services. Their focus on Corporate markets and close working with us makes them a key business partner for the Cable & Wireless service provider channel."



Julian Machin
Partner Services Account Manager
Cable & Wireless PLC

"Independent Telecommunications Consultants Ltd have been a reseller of Verizon (MCI) services since 1999. They are a valued business partner specialising in outbound business to the corporate market."



Jan Torode
Account Manager Resale Channel
Verizon PLC



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0800

Freephone 0800 numbers are widely recognised as one of the most powerful marketing tools available.

Employing these numbers offers a proven way of increasing business and developing customer loyalty. By enabling potential customers to call your business free of charge from anywhere in the UK, these numbers are especially valuable when undertaking marketing activity to attract new business.

Research suggests that advertising responses increase by between 50% and 300% when a Freephone number is used. Potential customers believe that organisations using freephone services are more reliable and efficient and will actively look for companies using these numbers. An estimated 50% of advertisers now use 0800 as part of their marketing strategy.

0800 is also used for customer service, promoting a caring customer image by encouraging callers.

The flexible range of call statistics packages available from ITC with services such as 0800 can give you the ability to: track the effectiveness of your marketing campaigns, monitor your call centre performance or assist you in providing improved customer service.

Benefits of 0800 Numbers

- An 0800 freephone number can give your company a national identity
- Increased marketing response of up to 300%.
- A very positive marketing image for your company- Good PR
- Network call handling features to improve customer service.
- Disaster recovery routing available.
- Customers will call you more frequently, engendering greater loyalty.
- Your 0800 number is portable and will never change



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0845

As with free phone numbers, 0845 numbers are proven to generate good levels of customer response and enable you to attract customers from beyond your local area. 0845 numbers enable your customer to pay a local rate call charge, irrespective of where they are in the country, and your business pays nothing to receive the calls.

Advertising 0845 promotes a professional image for your organisation and may help distinguish you from your competitors. 0845 is typically used for sales, customer service and enquiry lines.

Your 0845 number is directed to your existing geographic telephone number. Should your company relocate, you can take the 0845 number with you: diverting to any UK land line number.

Note – Ofcom are to shortly carry out a strategic review into 0845 call charges. A possibility of this review is that call charges may apply to 0845 numbers in the coming years.

Benefits of 0845 Numbers

- Low call charges provide an incentive for customers to call
- Increase your advertising response
- Conveys a professional image
- A caring company image when used for customer service.
- Your 0845 number is portable



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0844

0844 numbers have been introduced by Ofcom relatively recently. 0844 offers a flexible service, allowing you to set a call charge of either; 2p, 3p, 4p or 5p per minute. The 5p per minute call charge rate has, to date, been the most popular option.

A generous revenue sharing option is available from ITC. The level of rebate is dependent on the call charge set and call volumes. As such, 0844 is an extremely cost effective option - encouraging your customers to call you, whilst providing a revenue stream.

With the recent Ofcom strategic review into the 0870 number range and the proposed strategic review into the 0845 number range many organisations, particularly those with high call volumes, have chosen to start using 0844 numbers. Ofcom have stated that call revenue out payments from 0844 numbers are to continue for the foreseeable future.

Additional Benefits of 0844 Numbers

- A revenue stream is available from 0844 services
- Call recording is available for 0844 numbers at no cost
- Call Statistics are available for 0844 numbers at no cost
- Disaster recovery is available for 0844 numbers at no cost
- 0844 numbers give your company a national rather than local presence
- Conveys a professional image
- Your 0871 number is portable



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0871

Our 0871 numbers can be called from anywhere in the UK giving your business a truly national feel. Should your company relocate, you can take the 0871 number with you: diverting to any UK land line number using our online control panel.

0871 numbers from ITC provide a revenue stream whilst enabling your customers to keep in touch with you. Your callers are charged the standard fee for 0871 national rate calls. In addition, we will pay you a generous rebate for every 0871 call that you receive. This additional income is often used to offset call centre or marketing costs.

The use of services such as 0871 gives you the ability to track your marketing campaigns: different marketing numbers can be assigned to separate promotional activities. Call statistics via our flexible packages are available on your 0871 numbers. This ensures that you can monitor the level of customer service which you are providing at all times.

0871 will shortly be reclassified as a premium rate number and will be regulated by the premium rate regulator Phonepayplus (formerly known as ICSTIS). As such 0871 services will be subject to the same rules as “09XX” premium rate services. Compliance with the associated legislation is mandatory.

The regulation includes:

- There must be clear pricing messages in the advertising
- A clear announcement of pricing must be given at the start of the call
- Pricing communication must be on all forms of advertising (including the side of vans)
- Further regulation exists for 0871 numbers advertised on TV
- Service answer times must not be unreasonably prolonged or delayed
- Poor customer complaints are to be redirected to the network (e.g. Cable & Wireless), the complaint dealt with within 30 days and a refund provided.
- Fines of £250,00 can be imposed.

The owners of 0871 numbers will also be subject to the same due diligence requirements as applied to 09XX premium rate services. This will include credit checks and the home

addresses of directors, their contact details and a copy of the passport/driving licence of a director.

Benefits of 0871:

- A revenue stream is available from 0871 services
- 0871 numbers give your company a national rather than local presence
- Conveys a professional image
- Your 0871 number is portable



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Intelligent Network Services

ITC provide a wide range of value added services to complement your telecommunications requirements. Examples include:

Call Statistics

A range of flexible call statistics is available from ITC. These ensure that you accurately measure your marketing campaigns and minimize the number of sales leads lost to engaged calls.

Our call reports can be tailored to your requirements using a variety of criteria. Examples include: Call summary, Report by originating area, Time of Day, Day of week. This flexibility ensures that you only receive the reports that are relevant and useful to your business. You can access these services via our online package, or reports can be emailed to you on a weekly basis if preferred.

Disaster Recovery

The ability to quickly redirect telephone calls to alternative landlines means that customers do not suffer a drop in service when the unexpected happens to your office, whether this is loss of power, loss of heating, flood, fire or theft.

Call Recording

The recording of phone calls at network level give you the advantages of customer service training and call monitoring without the capital expenditure and maintenance costs of hardware.

Geographical Call Routing

This option is particularly suitable for organisations with numerous branches or offices across the UK. The plan works by recognising the geographical origin of each incoming call, identifying it by region and then routing it to the office nearest the caller.

ITC will work with you to set up a routing plan based on your organisational structure and call handling points.

Divert on Busy/No Answer

This option will enable you to maintain the highest levels of customer service, helping your business smooth out the peaks in incoming call traffic. In the event that your number is engaged or is not answered within a set time, incoming calls can be diverted to a second line or message service.

Timed Divert

A plan can be set up to route calls to alternative locations at different times and dates.

Call Ratio Distribution

Incoming calls are distributed to different landlines according to a preset ratio. You may, for example, wish to receive three quarters of your calls at a certain location and a quarter at another.

Interactive Voice Response

Provides the ability to route calls within the network. A message is played and a range of options offered; i.e. Please press 1 for sales, 2 for customer service etc. This enables callers to be routed to the most appropriate answering point. This enables you to improve customer service and maximise resources within your organisation.



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Outbound Call Services

ITC Ltd can provide outbound calling solutions that are cost effective and resilient providing your organisation with:

- Service from first class network providers offering the highest possible call resilience and no call compression.
- Substantial savings on call charges.
- Tariffs are tailored to individual customer requirements.
- Proactive tariff reviews.
- Supportive customer account management.
- Your company retains all existing telephone numbers.
- No connection, rental or cancellation fees.
- Flexible and informative billing.
- Voice, fax and data calls covering any destination in the world.
- No minimum contract to sign
- Per second billing

*Please note that line rental and maintenance charges from your existing provider will still be applicable.



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0300

OFCOM has created the new 03 number range to improve trust and confidence in UK phone numbers. 03 numbers will be used by public service organisations, charities and companies that want to offer a single contact number with a national presence, but who do not wish to make an additional charge to consumers for contacting them.

The 03 phone numbers are known as 'UK-wide' numbers and are being introduced as an alternative to chargeable 08 phone numbers such as 0845, 0870 and 0871 Numbers. Consumers will have a clear understanding of the price that they are paying for a call to an 03 number, as the cost of calling will be the same as calls to geographic numbers (normal landlines starting 01 or 02).

Network operators are required to offer the same discount schemes that currently apply to geographic numbers. OFCOM has also requested that calls to 03 numbers from mobiles and payphones are treated in the same way as calls to normal landline numbers. A main advantage of using 03 numbers rather than geographic numbers is that enhanced services can be provided such as call statistics, advanced call plans and disaster recovery solutions.

Revenue sharing is not permitted on 03 numbers. Currently, many consumers are unhappy that some organisations who use 0870 and 0871 numbers receive a share of what the consumer pays to make a call. 03 numbers are therefore perceived as a more ethical and customer friendly service.

- 0300 numbers are known as 'UK Wide' numbers.
- Call charges have been set at no more than the national rate.
- 0300 numbers can be included in call pricing packages.
- Existing 08 numbers can move to the corresponding 03xx number. (i.e.: 0870 123456 can become 0370 123456)
- 0300 has a positive marketing message.
- No revenue share available.
- Call delivery charges apply. (Rates are half those of 0800 charges).