

Mr Krishna Lall
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Dear Sir,

1. Your 'Core' values very importantly include transparency, but telephone pricing is any thing but transparent as I hope to make evident below.

2. There is very little transparency in premium phone billing , all the different codes behind which the expensive calls hide, the 20 pages of various coded premium rate numbers shows how complicated this system needlessly is.

3. Even 'Ofcoms' own guide to the most commonly used tel numbers is so imprecise on so many numbers , taking just one example of many , say 0844 - Business rate number is shown as costing between 1p to 13p per minute from a land line a possible massive 1300% variation in the cost to the consumer, it is also 20p to 41p from a mobile.(please see 5. below)

4. I am writing in as a consumer who knows that all this complication , this huge number of price codes, imprecise information for many of the premium numbers is to reduce transparency to a minimum and profit from consumer confusion as to what the calls they make actually cost.

5. My telephone provider (Plus Net / New Call) cannot tell me in advance what a call made by me to a 0844 number via their network will actually cost as they claim 'Ofcom' decides the amount, today I queried this with Plus Net / New Call them via their customer services, they referred me back to the 'Ofcom' guide , which I was already aware of, and which states as mentioned in 3. above, that 0844 costs from 1p to 13p per minute from a land line , it goes on to say- These costs are approximate-check with your phone provider for the actual cost.

To summarise- there is little or no transparency in premium rate costs , far far too many codes and tariffs, there are many hundreds, all of which are to create such a confusion that consumers just make calls and hope for the best resulting in them being ripped off .

Even diligent customers trying to establish call costs this man made price maze are unable to get precise pricing information as I have just tried to do and failed.

The premium call industry as a whole relies on its obfuscation of call prices as a profit enhancing tool.

Krishna Lall