

Consultation:	<b>0871 Services</b>
FAO:	Mr Nathan Marshall
Name of respondent:	Mary Maxwell-Irving

<p><b>Q1: Do you agree with our proposal to create a Statement of Application for the 0871 number range? If not, please provide your reasons and alternative suggestions.</b></p> <p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions below.</b></p>
<p><b>Q2: Do you agree that the current application of Section 1 of the Code is appropriate to apply to the 0871 number range? If not, please give your reasons.</b></p> <p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions below.</b></p>
<p><b>Q3: Do you agree that this is a fair and proportionate application of the network operators' due diligence requirements to the 0871 number range? If not, please give your reasons. ICSTIS would welcome further information regarding quantification of costs.</b></p> <p><b>Yes</b></p>
<p><b>Q4: Do you have any further information and evidence regarding usual payment times?</b>  <b>Additionally it would be helpful to have responses that indicate to what extent Service providers rely on immediate payments from network operators to cover their operational costs.</b></p> <p><b>n/a</b></p>
<p><b>Q5: Do you agree that this is a fair and proportionate application of a delayed payment mechanism to the 0871 number range? If not, please provide your reasons.</b></p> <p><b>Yes</b></p>
<p><b>Q6: Do you agree that the current application of Section 3 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p> <p><b>0871 numbers will be premium rate numbers. Service providers should be compelled to provide geographical numbers.</b></p>
<p><b>Q7: Do you agree that the current application of Section 4 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p> <p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions.</b></p>
<p><b>Q8: Do you agree that it is fair and proportionate to apply ICSTIS' current application of the prior permission regime under Section 5.1 of the Code to the 0871 number range? If not, please provide your reasons.</b></p> <p><b>Yes</b></p>
<p><b>Q9: Do you agree that Option D is a fair and proportionate application of the undue delay requirements in paragraph 5.4.2 of the Code to the 0871 number range? If not, please provide your reasons and alternative preferred option. Additionally, please provide details of any other options you feel may be appropriate for ICSTIS to consider.</b></p>

No. You state that you have received significant complaints concerning 0871 numbers, as has Ofcom and at this time Ofcom is currently investigating scams on 0870 numbers. Once 0870 loses its revenue share, most companies/organisations are expected to migrate to 0871 and this means scam artists will also do this. What you propose is not to do anything about call queuing, which is not in the consumer interest, but only in the interest of companies/organisations using these numbers.

It has been stated by ICSTIS that many companies/organisations will use 0871 not for the revenue share (their profit can be up to as much as 6p/min) but for the advanced network features. If this were true, companies/organisations would use other lower-rate non-geographical numbers like 0845 which offer the same advanced network features, except that, in most cases, revenue sharing isn't passed to the company being instead retained by the service provider to pay for the advanced network services.

The primary interest in using 0871 is for the revenue share in addition to the advanced network features available, but the difference is that many consumers currently aren't aware that 0871 is premium rate which is why many companies/organisations have already migrated to 0871.

Many companies/organisations would not dare move to 09x (not even at 15p/min) because they are aware that consumers know that 09x is a premium rate and that this would cause many complaints, so instead they have opted for 0871 where revenue still exists but without consumer knowledge that they are in fact ringing a premium rate number (albeit lower amounts) and according to your proposal, being able to gain revenue even whilst consumers are held in a queue. It's possible to be held in a queue for over 20 minutes when ringing some companies on their 0870 now. This equates to a company getting over £1 for every call they get that lasts for 20 minutes in a queue. There is therefore an incentive to keep callers waiting.

We consumers should not be charged for being held in a queue. If this is still not possible then how about a mandatory announcement at the outset that states where you are in the queue and how long it's estimated you'll be before being answered. This would allow consumers to choose to ring back later, etc. This could all be paid for out of the revenue gained from the call by the company.

*Q10: Do you agree that this is a fair and proportionate application of the pricing information requirements under Section 5.7 of the Code to the 0871 number range? If not, please provide your reasons.*

Yes, except that companies/organisations should also be obliged to say when they answer the call that "calls will cost 10p/min from a BT landline (other providers may charge more)." The extra 10 seconds or so it takes to say this will cost us consumers but at least consumers would be fully aware that they are paying at least 10p/min.

*Q11: Do you agree that it is appropriate to allow a three-month implementation period, as outlined above?*

Yes

<p><b>Q12: Do you agree that this is a fair and proportionate application of ICSTIS' scope of regulation in respect to content of services provided on the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes</b></p>
<p><b>Q13: Do you agree that the current application of Section 6 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions.</b></p>
<p><b>Q14: Do you agree that the current application of Section 7 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions.</b></p>
<p><b>Q15: Do you agree that the current application of Sections 8 to 11 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes, in so far as it does not conflict with any of my other answers/comments/suggestions.</b></p>
<p><b>Q16: Do you agree that this is a fair and proportionate application of the funding model in Annex 1 of the Code to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes</b></p>
<p><b>Q17: Do you agree that this is a fair and proportionate method of collection of the funding levy to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes</b></p>
<p><b>Q18: Do you agree that a minimum payment amount from each network operator should be £500 per annum? If not, please provide your reasons.</b></p>
<p><b>Yes</b></p>
<p><b>Q19: Do you agree that it is not appropriate for ICSTIS to create and promote a separate brand for regulation of the 0871 number range? If not, please provide your reasons.</b></p>
<p><b>Yes, so long as ICSTIS doesn't try and hide the fact that 0871 is a premium rate number (albeit lower amount than 09x) and that Communication Providers (CPs)/Service Providers do not advertise the 0871 number range as 'national rate', as some CPs currently do.</b></p>
<p><b>Q20: Is there any other way in which ICSTIS' regulatory framework should be amended or otherwise so as to regulate the 0871 number range in a way that is fair and proportionate?</b></p>
<p><b>To discourage scams with missed phone calls/silent calls, ICSTIS should ensure that companies/organisations using an 0871 do not display via CLI (Caller Display Identity) their 0871 number. Instead, companies/organisations should use freephone or lower-cost number ranges. This would also save Ofcom having to investigate missed calls/silent calls (whether deliberate or not) as this is potentially in contravention of current Ofcom rules. Currently, Ofcom rules state that companies/organisations making phone calls (sales, etc) should not display any number costing more than the rate of an 0845 on CLI.</b></p>
<p><b>Q21: Do you agree that this is an appropriate wording for a Statement of Application based on ICSTIS' proposals? If not, please provide your reasons and alternative wording.</b></p>
<p><b>n/a</b></p>

