



British Airways does a U-turn

In our release - [British Airways shuns “Greed and Foolishness”](#) - we were delighted to report that BA *“is now beginning the process of ceasing use of its 084 telephone numbers”*.

Its positive statements were confirmed by the fact that the message delivered on calls to the (shortly to be abandoned) number **0844 493 0797** advised callers to re-dial **0344 493 0797**.

The list of options enabling connection to various departments had been removed.

Those affected by the disruption were advised to call a special “freephone” number **0800 727 800**.

Our victory

Given that the advice to re-dial the 0344 number was unrelated to the disruption, we made the reasonable assumption that this change was permanent.

 [Click to hear the message in place at 18:00 on 30 May 2017](#)

The U-turn

Expecting to hear a much shorter message, simply advising of the need to re-dial, we tried making another call to **0844 493 0797** today.

Much to our dismay, we find that this number has now been fully re-instated.

There is no reference to any other number and all of the options for existing customers to connect to relevant departments have been re-instated.

 [Click to hear the message in place at 12:00 on 3 June 2017](#)

Breaking the law

Use of a 0844 number for contact by customers is a breach of the terms of [The Consumer Contracts \(Information, Cancellation and Additional Charges\) Regulations 2013 – Regulation 41](#).

A customer who calls this number is entitled to a refund of *“any amount by which the charge paid by the consumer for the call is more than the basic rate”*. This could be up to 62p per minute.

This may not be much when set against the amounts that BA is currently having to pay over to meet costs incurred and as statutory compensation for delays. It will however continue until the remedial action that was in place a few days ago is repeated.

Our key point

The key point about 084 numbers, whether illegal or not, is that they earn the user a maximum of 5.83p per minute, whereas they cost the caller up to 62p per minute - **“Greedy and Foolish”**.

See our briefing - [The ‘insanity’ of using 084 or 087 numbers - even when it is permitted](#).

