

**The suggested Ofcom "Service Charge" presentation
vs. call cost suggestions given currently**

Explanation

Because numbers beginning 084 are not formally classified as being used for the provision of "**Premium Rate Services**", it may not be recognised that, like PRS numbers (087 and 09), callers pay a "**Service Charge**" to the benefit of the person being called.

The Ofcom "**Unbundled Tariff**" regulations, ~~announced today~~, will require the **Service Charge** to be declared. Ofcom has offered an example of the way in which this may be done.

Based on the **Ofcom model**, we offer examples of how some users of 084 numbers may present their "**Service Charge**". In some cases this fits well with a corporate slogan.

We trust that those present 084 users who are unable or unwilling to justify their charge to callers will swiftly take the opportunity to migrate to 03 numbers, as many (recently including **HMRC** and **Transport for London**) have done, in advance of the Ofcom announcement.

This migration option is aided by the ability to switch from 084 to 034 retaining all other digits of the number.

Current call cost descriptions

The text given below each example is that currently used to describe the call cost. There is no current requirement to provide this, although **ASA** rules state that any information provided may not be false or misleading.

The "**Access Charge**" added by the caller's telephone company will always be set by that company, but the **Service Charge** is constant and provides the basis for the addition of the **Access Charge**.

Details of the actual costs currently incurred in calling these numbers, from the published tariffs of major providers, are found in our [Call Rates Table](#).

BT - the special case - its rates vary from those of others

In considering the current descriptions quoted, it is worth noting that **BT** alone is subject to special regulation regarding its charges for calling 084 numbers. This applies despite the fact that **BT** now originates less than 25% of non-business telephone calls. For this reason, **Ofcom** will be removing this special regulation of BT in conjunction with the other measures.

The key feature of the legacy regulation of **BT** is that it is currently prohibited from adding an "**Access Charge**". This is probably why users are drawn to quoting its anomalous rates!

The suggestion that "others may vary" is ironic; **BT** is the one exception from the general rule!

Notes

- With the exception of the photo of **Iain Duncan Smith**, all of the graphics shown on the following pages have been taken from the respective corporate web sites.
- The figure of 5p per minute given for the 0844 numbers quoted assumes that it will be reduced from the present level of 7p per minute. The BT call setup fee is currently part of the "Service Charge". (This issue requires extensive explanation, which we would be happy to provide.)





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Ofcom Model



This call will cost you 90 pence per minute on a BT line, calls may vary on other landline and cost considerably more on a mobile.

Department for Work and Pensions



Calls to 0845 numbers from BT land lines should cost no more than 8p a minute with a 13p call set-up charge. Customers may pay more if they use another phone company or a mobile phone, or if they are calling from abroad.

Calls from mobile phones can cost up to 40p a minute, so customers should check the cost of calls with their service provider.



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Lightwater Surgery

08 0844 815 1127
Your call will cost 5p per minute plus your phone company's access charge

The Mid Yorkshire Hospitals **NHS**
NHS Trust

Bringing together community and hospital services

08 0844 811 0010 or 0844 8220022
Your call will cost 5p per minute plus your phone company's access charge

0844 numbers are not premium numbers. They are charged up to and including 5p per minute or per call for BT customers, set by the Terminating Communications Provider inclusive of VAT.

The price charged by other communications providers may vary and this dialling code may be excluded from inclusive phone packages.

0844 - 5p per minute daytime and evenings.

01924 - 7.6p per minute daytime and 1p per minute evenings from a standard BT line.

Rates are effective as at September 2011.



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Citizens Advice
the charity for your community



08444 111 444

Your enquiry will cost 5p per minute plus your phone company's access charge

We recognise that 0844 and 0845 numbers are more expensive to call than geographic numbers for some people.

At present, charges vary depending on provider and whether the call is being made from a mobile or a landline.

BRITISH AIRWAYS
Customer Service

No hidden charges

08 0844 493 0787
Your call will cost 5p per minute plus your phone company's access charge

Calls cost up to 5p per minute from a BT landline.

Calls from mobiles may vary.



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TESCO



Every little helps

08 08457 22 55 33

Your enquiry will cost 2p per minute plus your phone company's access charge

Calls costs 6p, plus up to 2p per minute for BT Calling Plans

The **co-operative** bank

good with money

08 08448 44 88 44

Your call will cost 5p per minute plus your phone company's access charge

Calls cost 5.105p per minute from BT Unlimited Weekend Plan call set-up fees may apply.