

# Non-Geographic telephone numbers - total flexibility for you and your customers!



Bruin Communications



## AND - add a monthly revenue stream too!

Bruin can offer the full range of NGNs, whether 0800, 0844, 0808, or 0871 and they **GUARANTEE** to beat the rates and revenue share opportunities of their competitors.



**Non-Geographic Numbers** add a professional edge to any company and makes the communication between you and your customers easier, more efficient and, in many cases, revenue generating!

Wouldn't you like to increase calls to your company? Wouldn't you like full call statistics when you want them? Wouldn't you like calls to your company to actually pay for the department taking the calls? Then read on! Whether it's a sales office, the technical department or the service support line, non-geographic numbers are the answer.

### How do they work?

Essentially all Non-Geographic Numbers work in the same way - whether 0800/0808 (Freephone), 0845 (Local rate), 0844 (Special rate) or 0871 (special rate). They simply 'point' to a normal telephone number which isn't affected at all. Any services you may have on that line e.g. Call Minder, Call Divert will continue to work just as they always have BUT you will have several new advantages.

### How can we help you?

Bruin Communications is a leading UK Telecommunications reseller who has been helping businesses across the UK with their telecommunications since 2001.

Bruin guarantee not only that they have the best rates in the business but also if you are already using any 08XX number they will beat the rates you currently pay or increase the revenue share you currently receive.

**That's guaranteed!**

**RED ALERT** - if you are using an **0870** number at the moment, Ofcom have changed the charging structure and from August 1 2009 there is no more revenue share! Read more about this and learn how Bruin can help you keep or even improve this important revenue stream on [www.bruincommunications.com](http://www.bruincommunications.com).

### Why should I use some Non-Geographic Number (NGN)? Some of the main advantages:

**Increase calls** - Customers are more likely to ring a number that's either free or at a set rate. Increase your calls!

**Portable** - If your company moves premises your NGN goes with you! It's totally portable - no need to change your websites and sales collateral!

**Generate additional Revenue** - 0871 numbers offer potential for a revenue share between the telecoms provider and you. Effectively every call you get generates a per minute rate of income that can be used to help fund your technical or service department. **Simple and efficient!**

**Call Statistics** - NGN's offer excellent call statistics to help you run your business better. How long customers had to wait, how many calls are answered in what period, calls lost are just some of the statistics you can have access to!

**Professional Image** - 0871 numbers and 0845 add a professional look to advertising campaigns and make you look less local.

**Call Routing** - NGNs offer total flexibility in where your calls are routed and answered. This can change by time of day or day of the week and also when the call isn't answered. **No more lost calls!**

Call now on **0844 493 0455** or email [info@bruincommunications.com](mailto:info@bruincommunications.com)

[www.bruincommunications.com](http://www.bruincommunications.com)

## Non-Geographic Number Advantages

### Revenue Generation

One of the biggest advantages for a company is that 08 numbers can generate revenue for the company which can be substantial and can effectively pay for the customer care or sales department that the numbers terminate in. 0844 and 0871 numbers are particularly effective for this.

### National Image

Use of an NGN creates the impression of a National presence which helps the company seem larger than it is. 0870 and 0845 numbers have long been associated with larger corporations with public awareness now firmly established.



### Portability

When a business move premises it's not always possible to keep the number which can cause problems in relation to both existing printed literature and also letting customers know. With an NGN this problem is avoided completely as it is totally portable.

### Increased Sales

Use of a Freephone number can generate a substantial increase in the number of sales calls received as callers are more likely to choose a number that is less costly than that of your competitors. A Freephone number also creates an impression of substance as the company is prepared to back its products by covering the cost of sales enquiries.

### Call Routing

In conjunction with a Virtual Switchboard service calls taken via a NGN can be distributed to any number of staff, departments, sites or home workers.

### Monitor Marketing

Multiple Non-Geographic Numbers can point to just one telephone number providing the option to use a different number for various publications and promotions. By use of a NGN number for a series of magazine advertisements, the company's marketing department will be more easily able to monitor the effectiveness of the campaign.

### Business Continuity

Where the existing landline number or in-house phone system develops a fault the NGN can be diverted to another number, voicemail service, or a hosted DR solution, such as that provided by This allows calls to continue being taken for continuity of business.

## Non-Geographic Number Tariffs

Non-Geographic Numbers offer a variety of options:

### 0871 10ppm Flat Rate National Number

0871 numbers are charged to the caller at 10p a minute including VAT at all times. This is slightly more than a BT National Rate call (current peak rate 7.91p). An 0871 number is not a premium rate number and can be dialed from all landlines and mobile phones. Surveys show that customers are equally prepared to dial an 0871 number as any other 08 or national rate number.

0871 numbers can be dialed from the UK and some European countries. Where business receives a number of international calls a +44870 number should be considered.

### 0844 5ppm Flat Rate Lo-Call National Number

0844 numbers are charged to the caller at 5p a minute including VAT at all times. 0844 is the number of choice for organizations such as Health Authorities and Utilities where a low flat cost is considered a fair option for the consumer.

0844 numbers can be dialed from the UK and some European countries. Where business receives a number of international calls an 0844 number should be considered.

### 0800 and 0808 0ppm Freephone Number

0800 Freephone numbers are free to the caller, although some operators charge for dialing an 0800 from a mobile. The business offering the Freephone number pays all the call charges. 0800 numbers show commitment to customer service and are often used as sales numbers.

0800 Freephone numbers can only be dialed from the UK. Where business receives a number of international calls a 0800 number, or an international Freephone number, should be considered.

### +44870 Internationally Accessible UK National Rate Number

Where business receives call traffic from overseas an 0870 number is a useful option. 0870 numbers are accessible throughout the world by first dialling the UK National Prefix +44. Different rates may apply from different countries. (The rates for dialling 0870 numbers in the UK are changing in 2008.)

### Diverted Phone Calls

Calls taken on Non-Geographic Phone Numbers can be diverted to any existing phone number, or to a hosted switchboard or call centre service, making them ideal for business wishing to create a Professional and National Presence.

Call now on **0844 493 0455** or email [info@bruincommunications.com](mailto:info@bruincommunications.com)

or if you are a NGN user, simply fax us your current bill on 0709 286 4319 and we'll see how much we can save you!