



# Voice Shortcodes from O<sub>2</sub>

Clear and transparent pricing across all your customer service lines for mobile callers. Get greater flexibility and control over end-user charges.

## **Greater clarity on service numbers for mobile users**

Voice Shortcodes from O<sub>2</sub> are a great way to communicate sales and service line numbers to end users making calls via their mobiles. You just publish a simple 5-digit or 7-digit code and your customers pay a flat pence-per-minute or a zero rate to call – no matter what network or talk plan they're on. You can set a genuine fixed rate that's not subject to variable network charges. Voice Shortcodes are easy to remember, can be SMS enabled and work on every UK mobile network.



Since June 2014, helplines on traditional non-geographic numbers (NGNs) cannot be charged at more than a 'basic' rate, which has capped the amount organisations can earn from them, with the exception of 0800 or 0808 numbers when called from mobiles. From May 2015, Ofcom regulations will make these charges more transparent for consumers, which is likely to result in fewer calls to those numbers from mobiles. This has prompted organisations to start looking at moving from 08 numbers to 03 numbers.

## A perfect complement to non-geographic numbers

Research from Which? shows that NGNs can be confusing for mobile users, with 49% of those surveyed suffering 'bill shock' from using NGNs in 2013. As a result, calls to these numbers from mobiles are falling. For example, calls to NGNs on O<sub>2</sub> have dropped by 25% in the last year alone.

Voice Shortcodes from O<sub>2</sub> provide you with a great option to replace lost revenues from 08 numbers and keep your 03 numbers for landlines.

## Stay in control of your revenues and costs

Our secure online self-service portal shows you all of your inbound voice minutes from every mobile network so you can monitor your costs and revenues in real time. This offers you a level of transparency and control unmatched by other voice shortcode offerings in the market.

### We'll support you all the way

It's easy to work with us. You get all the advice and help you need to get set up and to run your account.

**To find out more or arrange a trial, contact your Account Manager, or visit [o2.co.uk/enterprise](http://o2.co.uk/enterprise)**

## Get up and running quickly

If you're already a client, you can buy Voice Shortcodes directly through your Account Manager. If you're a new customer, just get in touch. We arrange everything for you, including setting up your Voice Shortcodes numbers with the other mobile networks. All of which makes it simple and painless to get started.

## Why O<sub>2</sub>?

We know mobile. We're a natural choice. With Voice Shortcodes from O<sub>2</sub> you get access to a unique web-based self-service portal that shows you your inbound voice minutes from every mobile network – updated in real time. That way you stay in control and maximise your revenues while minimising costs.

We can help you get up and running quickly and with no fuss, managing everything from set up to billing.

### What you get

- **Self-service reporting portal**
- **Quick and easy set up** – we take care of everything for you and it takes around a month to set up a Voice Shortcode on every network
- **Trusted advice** – for customers who have lost revenue, or are concerned about their reputation in the wake of the Which? findings, our expert knowledge and easy service will be invaluable. We can also help with all aspects of the new Ofcom regulations coming in 2015