

NON GEOGRAPHIC NUMBERS



Formally UPC Business, we have over 15 years' experience in the communications industry and are one of the largest business to business communications service providers in Ireland.

The use of non-geographic numbers is one of the most effective means of improving the efficiency of marketing campaigns and encouraging your customers to get in touch with you.

Network it's not a problem, everyone can avail of our great service and save.

NON GEO NUMBERS

Whether you want to boost your national presence or give your business an easy to remember number, our non-geographic inbound business numbers are a great solution.

We provide a range of Non-Geographic, number translation services, based on the method of billing:

- ✓ The caller can pay all charges
- ✓ The called party can pay all charges
- ✓ The charges can be shared
- ✓ Intelligent Call Routing enhances the functionality of the numbers, ensuring the calls are routed to the right person, first time. These services all give the impression of a nationwide presence and enhance customer service.

TYPES OF NON GEO NUMBERS

Freephone Numbers:

- ✓ Can be called free from anywhere in ROI (including mobiles)
- ✓ Suitable for driving sales

- ✓ More than 80% of people know that 1800 numbers cost nothing to call
- ✓ Attracts potential customers by making it easy for them to call
- ✓ Increases response rates from advertising and marketing campaigns
- ✓ Freephone numbers give you a competitive marketing edge

Call Save 1850 Numbers:

- ✓ Charged at a fixed fee per call
- ✓ The same cost regardless of the call duration
- ✓ Ideal for generating inbound calls without having to pay the full cost of the call
- ✓ Ideal for promoting customer loyalty

Local Rate 1890 Numbers:

- ✓ Charged at a local rate
- ✓ Suitable for long duration calls or technical support as the cost of the call is more evenly shared
- ✓ Decreases costs as the caller contributes to the call charge

Universal Access 0818 Numbers:

- ✓ Similar to 1890 but difference is the way the service is billed
- ✓ 0818 is a revenue share service (which means the called party receives a payment for calls made to them)

BENEFITS OF NON GEO NUMBERS: Marketing

- ✓ Provides geographic and size anonymity – customers don't know where you are based and what size of organisation you are
- ✓ Incentivises customers to contact you

Financial

- ✓ Ensures calls are routed to the most appropriate location first time, minimising multiple handling and mis-routing
- ✓ Minimises capex outlay as all functionality is network based and charged on usage and monthly fee basis



Operational

- ✓ Non Geo numbers are geographically independent can route to anywhere you like
- ✓ Can vary the routing and features as your business demands
- ✓ Can grow or shrink as your business requires
- ✓ No limits on call volumes
- ✓ Unlimited number of delivery locations
- ✓ No cost implications for growing or shrinking – all usage based

ABOUT VIRGIN MEDIA BUSINESS

At Virgin Media Business we offer innovative, cost-competitive bundles and bespoke solutions to large blue chip corporations, public sector organisations, small office/home offices (SoHo), small and medium sized businesses (SME's) and carriers.

Our competitive advantage lies in both our high capacity optical Fibre network (exclusively owned within Ireland with extensive reach) and the breadth of our product portfolio, which spans the complete spectrum of business communications.

As one of the largest communications service providers in Ireland, we have a very strong presence in Dublin, Cork, Galway, Limerick, Mullingar, Sligo, Athlone, Kilkenny, Carlow and Waterford. We are committed to investing in our Network, systems and people to provide high quality services.



BUSINESS

I R E L A N D

