

# All change for all of the UK's non-geographic numbers

IN A bid to simplify non-geographic numbers, Ofcom wants to make calls to 0800 numbers free from mobile phones. And it wants to encourage businesses to use 03 numbers, which cost the same to call as numbers with 01 and 02 prefixes.

Ed Richards, chief executive, said: "There is clear evidence of widespread uncertainty and confusion about the cost of calling these numbers. Consumers need to have far more transparency about the price they are going to pay for calls so that they can make more informed choices and so competition can work more effectively."

It proposes to simplify the range into five categories:

**Geographic rates** 01, 02 and 03

**Mobile rates** 07

**Free from landlines and mobiles** 0800

**Business rate, lower cost** 0843/4/5 and 0871/2/3

**Premium rate, higher cost** 090/091/098

In addition, it wants consumers to be clearly informed of the two elements of the call: the phone company's charge and the charge made by called party.

It says: "The proposals should encourage more businesses and organisations to use 03 numbers."

Ofcom cites its research which shows that 26 per cent of those in lower socio-economic groups make all of their calls on mobiles, compared to 9pc of ABC1 households. This means, it says, that mobile-only households risk losing access to services because the cost with pay-as-you-go mobiles can be very high.

Some 18pc of respondents said they tended to avoid using a mobile phone to call these numbers.

In examples of how confused people are about call costs, it says on average they estimate that 09 numbers cost around 70p per minute against the true costs of up to £1.50ppm; and the average estimated cost of 0871 on a landline was 41ppm (true cost: up to 10ppm).

Research for Ofcom by Analysys Mason says that 23pc of the revenue of fixed phone companies was in 2009 accounted for by non-geographic numbers, and a total of 30.8 billion minutes.

By far the highest prefix called was 080 (11.2 billion minutes), followed by 0845 (9bn) and 0843/4 (5.5bn).

Call minutes to 0870 numbers (2.5bn) dropped by 35pc due to a cut in termination rates determined by Ofcom. As a result, the 0871/2/3 number ranges showed an increase to 1.66bn minutes.

Ofcom's consultation period ends on March 10th, 2011.



*The former chief operating officer of Garlands, the big outsourcer which went into liquidation in May last year, heads a new outsourcer in Sunderland. Jim Bainbridge, who now holds the same position at RevolutionCC, has been in the call centre industry for 22 years. RevolutionCC occupies 6,000 sq ft of a new development by Sunderland City Council and at present has 15 staff, most with previous experience in the industry. Mr Bainbridge said the company planned to have 70 staff in place by the end of the first trading quarter and 250 by the year end.*

## FRONT COVER PROMOTION

# Motivating Gen Y in the contact centre environment

Last year Sodexo Motivation Solutions released the results of a revealing survey that highlighted Generation Y's perceptions of working for a UK contact centre. In this article we discuss these perceptions and explore some of the best ways to motivate and incentivise this segment of your workforce.

Generation Y is the term most often used to describe individuals born between the mid-1980's and 2000.

Our survey showed that this group is quick to adapt, and enjoys learning and exploring new avenues for success. Managers therefore need to make it clear that the contact centre industry can offer a career path in which additional responsibilities can be earned, and where hard work is both acknowledged and rewarded in a way that meets the specific needs of Generation Y.

Hays Contact Centers recruiting group recently published a report that stated that 1 in 3 call centre employees are graduates which indicates that this new group of people in the contact centre is educated and they expect (and demand) regular feedback and guidance. When it comes to their careers, Generation Y employees have been shown to value other considerations – such as motivation and career benefits over pay.



Our research showed that managers need to learn what motivates their Generation Y employees, and to make it clear that there is, indeed, a career path in which additional responsibilities can be earned and where hard work will be rewarded.

Employers and managers should not assume to know what motivates every Generation Y employee. Once it has been established what actually motivates your employees giving them the choice and variety in their rewards and incentives will keep them on their toes and ensure they feel valued in their role.

In our survey 25% identified flexible benefits as a key reason for considering a career in call centers. Iain McMath, managing director of Sodexo Motivation Solutions said: "Clearly many employees view flexible benefits as central to the attractiveness of their jobs. Flexible benefits, be it childcare or retail vouchers, gym memberships and cycling to work schemes are both tax-efficient and provide a very personal style of reward. Strategies are easy to implement and should notably decrease the turnover rates in call centers."

Sodexo Motivation Solutions offers you a flexible benefit that can be implemented easily and allow for them to be used for a variety of incentives – multi-retailer shopping vouchers. They allow your employees to treat themselves to something special that they wouldn't necessarily be able to justify from their own bank account.

To download the full copy of our Generation Y White Paper visit – [www.SodexoMotivation.co.uk](http://www.SodexoMotivation.co.uk). If you wish to order SayShopping Pass vouchers visit: [www.SayShopping-Business.co.uk](http://www.SayShopping-Business.co.uk)

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