

ATL Newsletter

Tips for Managing Your Toll-Free Numbers

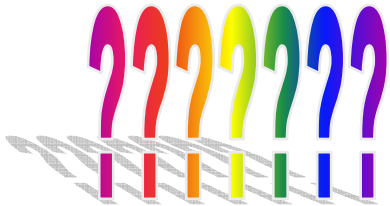
JULY 2006



AT&T UPDATE

We reported to you that AT&T was rejecting some of your port requests on the basis of the format of the LOA's. The problem has been resolved, and AT&T staff is being very helpful.

We don't anticipate any further problems.



Q and A's

We welcome your questions or ideas for topics to address in the newsletter. We'll do our best to gather the information for you. If it's a question of general interest, we'll put a blurb in the newsletter. Otherwise, we'll contact you and share whatever we know or have been able to find out.

Send to lois@atlc.com.



NEGOTIATION

That's the term used by Resp Orgs for the process of requesting numbers for which there is no valid LOA. We occasionally contact you to explain that another Resp Org's customer has advertised a number that was misprinted – and sometimes widely advertised.

You have no obligation to release the number or even to respond. If you and your customer are willing to release it, we like to do it and keep relations with other Resp Orgs friendly for when we need the same consideration.

Your customer may be willing (or even anxious) to let the number go since he/she is likely to get unwelcome calls from the misprinted ad, an expense and a nuisance.



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BRAGGING

We try to resist tooting our own horn too blatantly, but sometimes there's an ego-booster that's too good to keep to ourselves. One of our long-time clients wrote to one of our prospective clients:

"They are the only independent resporg agency that is truly independent and knows what they are doing. We use them and highly recommend them."

Aelea was part of the team that built SMS, so she and her staff are very knowledgeable."

Thank you - it made our day!

Historical note: Yes, Aelea was a member of the national committee that designed 800 number portability for its launch in 1993.

She was the representative of Pacific Bell, which she left to start ATL. In 1993 ATL began offering Resp Org services.

If we have any trouble with the SMS, we never let her forget her role and that we hold her responsible for any problems.



Vanity Searches

Don't forget we can search the pool using letters as well as numbers, wild cards and repeated numbers.

