

ATL Newsletter

Tips for Managing Your Toll-Free Numbers

CUSTOMER SERVICE

We have been auditing all our clients' lists of all their toll-free numbers looking for anomalies. We find an occasional number that was released long ago, but we never got an order to CIC it. Or most of your numbers are routed to one set of carriers, but a few numbers are routed to a different carrier.

You may get an e-mail from us asking whether you want any changes on these numbers.



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"It's the latest innovation in office safety. When your computer crashes, an air bag is activated so you won't bang your head in frustration."

CLARIFICATION

Our fee schedule lists "Projects" as over 100 numbers which we do at half price. We set that years ago before many of the complex routings like intra-LATA DID's were being used. The wording on the fee schedule page of our contract has been clarified to read "more than 100 *standard* records." Standard is defined as a record without multiple DID's and CPR and/or LAD of less than five pages each. Non-standard records are billed at the regular contract rates of \$6 and may also include additional charges based on extra time at \$40 per hour.

We welcome ever more complex routing and value its enhancement of our reputation, but it does cost more.

JUNE 2004



FOR VISITORS

Two of our clients have come here recently to see what we do. It was nice to meet them and for them to meet their own reps and see how we handle their orders. Now, communication should be easier, and we'll understand each other better. It's almost 70° and every trace of snow is gone in this resort village. So come see us!



DEFINITIONS IN 0110 ROUTING

Bill and Keep – a provision of the ILEC/CLEC contract where terminating traffic is deemed to be a wash with no billing.

Reciprocal Compensation – A provision of the ILEC/CLEC contract for billing traffic originating or terminating on an ILEC or CLEC line.

In deciding whether to use 0110 routing, it is important that you know what your contract says, and remember you may receive a payphone compensation bill.



PERSONAL 800 NUMBERS

Why not? One of our clients asked if an individual could have an 800 number. Absolutely, and we talked about some possible applications. (Thanks for the idea, Ruth.)

Most timely, for students returning to college. Calling home to an 800 number that rings in the parents' home (or office) may be the cheapest and easiest way to stay in touch. This works for other family members too, especially those who travel and may use payphones. One of our staff mentioned a member of the family who is a truckdriver – it's cheaper than his cell phone.

Be creative in marketing toll-free numbers. There are lots of other ways they can be used. Employees who travel can call the office from a customer's office or a payphone.

You can even get a toll-free number billed to you but ringing to the office of someone you call often. You can call while on the road or from someone else's office.

Like other toll-free numbers they can be routed or blocked practically any way you or your customer wishes.



56825 Venture Lane, Suite 110

Sunriver, Oregon 97707

Phone: 541-593-2900-Fax: 541-593-2090

www.atlts.com

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