

ATL Newsletter

Tips for Managing Your Toll Free Numbers

November 2002

Your response to our October newsletter was enthusiastic and gratifying. We'll try to bring you more of the information you find helpful. Let us know what you'd like.



Matching Numbers



Some of our clients ask us to match a toll-free to the customer's local number (866-555-6497 rings to 309-555-6497). We'll try to find a match or get as close as we can. Your customers will like this personalized gimmick. Of course you can also try to find a combination that spells something or is memorable. You're dreaming if you ask for something like 800-444-1234. You don't need to translate words to numbers – we can search by letters. Words like “call,” “phone,” “dial” aren't likely to be available, but we'll try.



Holidays

We are closed Thanksgiving, the day after Thanksgiving, from noon on Christmas Eve, Christmas Day, from noon on New Year's Eve and New Year's Day. Of course you can still reach us 24-7 by calling 541-593-2900 and selecting “emergency.” We'll be paged.



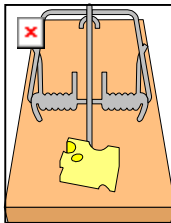
Form A

A sample Form A was sent to you in the new-client package. You may modify it, but that's required data. It must also contain a statement like “ATL is the Resp Org for (your company).” If you want to design your own, please send a copy to us for review. Ask us if you need a copy of our version of your form



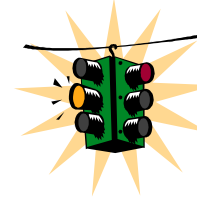
Avoiding Rejects

We covered data mismatch, the most common, last month. Next is Unsatisfactory Business Relations or UBR. That's a euphemism in the industry for payment issues or disputes. We are not told how much is at stake, who is involved (you or the end user) or any other details.



Customer Saved – Reason 05 means that the current Resp Org has persuaded the customer to change his mind. If you question whether your customer really has reneged, ask for a copy of the LOA.

The other reject reasons are technical–outdated (not within 30 days), illegible, signature missing, or need end-user LOA. Some numbers are not portable, such as shared lines requiring PIN numbers.



Hot Cuts

That's when you move numbers while the techies are on line fooling with the switches and watching the traffic flow – or not flow. The script goes like this. “Try CICing the first number. Oops! Put it back. Try again. OK. CIC two more numbers. OK CIC the rest.” That sounds quick, but it can take a long time. You tell us when. We don't recommend 3:30 to 7:00 pm Pacific time. That's when the Resp Orgs which use batch processing dump volumes, so the SMS can be pretty slow. That's important when you have a bunch of people waiting to test

To avoid disruption of service, some people schedule in the wee small hours. If ATL is needed to stay online at a hot cut after hours, we'll charge you as an after-hours trouble report-\$15 for each 15-minute interval-and the usual daytime charge for the changes we make.



56835 Venture Lane
Suite 208
Sunriver, Oregon 97707
Phone: 541-593-2900
Fax: 541-593-2090

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