

## **118 118 WELCOMES NEW OFCOM REGULATIONS MAKING COST OF CALLS MORE TRANSPARENT**

118 118, the UK's most popular directory enquiries service, today welcomed the introduction of new Ofcom regulations which change the way that pricing works for numbers beginning 118, 084, 087 and 09.

From 1<sup>st</sup> July, the cost of calling all 118 numbers, including 118 118, will be split by a service charge and access charge. The service charge will be set by the service provider and the access charge set by the telephone network.

Commenting on the Ofcom rules, Nik Hole, CEO Europe at 118 118, said, "*We have always been committed to providing transparency and therefore welcome the new regulations to bring consistency across the market. The majority of 118 118 customers have busy lives and need solutions fast. We know their primary concerns are speed and convenience and so we cater for that and can connect them to any numbers they want, now including international numbers. For others, their main concern may be cost, which is why we also provide lower-cost alternatives, such as 118 811. It's all about offering our customers choice.*"

118 118 offers a range of options depending on customer need. Callers to the 118 118 service typically reach a person to help them in one second, morning or night, with a 99% accuracy rate. They can either be directly connected to the number they are looking for at clearly communicated rates, hear the number from an automated voice or receive it at no extra charge by SMS (if calling from a mobile). 118 118 also offers lower-cost alternative 118 numbers for more basic services and customers can search themselves for free on the 118118.com website.

From 1<sup>st</sup> July, 118 118 is also introducing additional benefits for customers.

International directory enquiries will be added to the 118 118 service for the first time (callers previously had to dial 118 661 to look for numbers outside of the UK) making planning trips or doing business abroad more convenient. This includes the option to connect to those numbers.

In addition, to help reduce the small number of instances where customers receive an unexpectedly high bill, 118 118 is trialling a call cap with one network provider to end calls after 8 minutes of onward call connection, limiting the maximum service charge incurred.

Nik Hole, CEO Europe at 118 118, continues, *“118 118 takes its social responsibilities very seriously. We are always innovating to ensure that our services cater to all of our customers’ needs and we are actively working with network providers to look for new solutions, including the trial we are announcing today.”*

As of 1st July, calls to 118 118 cost £2.75 per call plus £2.99 per minute (minimum 60 seconds) plus the telephone network access charge.

For more information on the new Ofcom rules, visit [www.ukcalling.info](http://www.ukcalling.info).

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