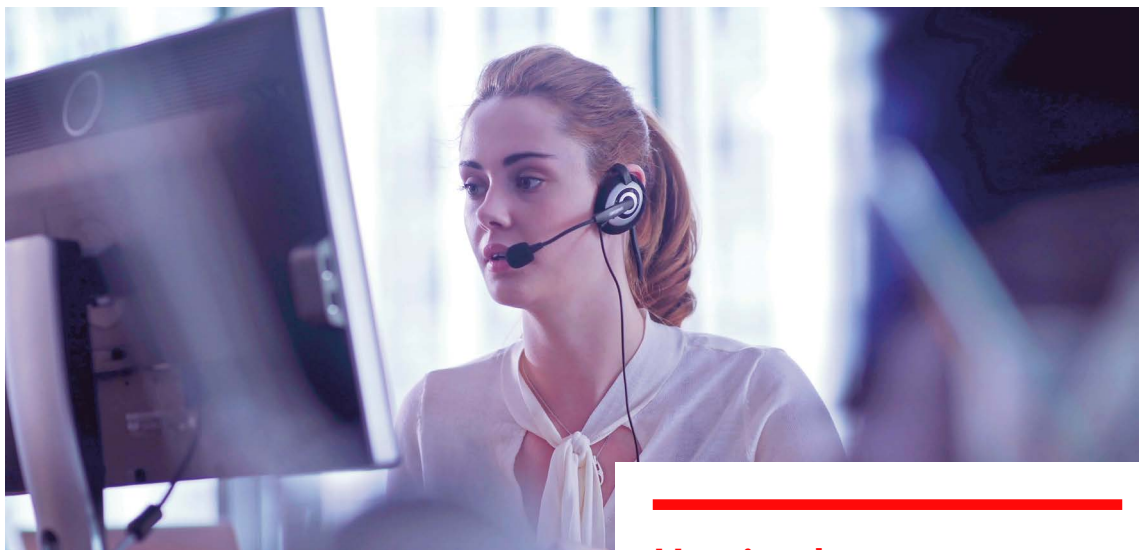PRESENTATION NUMBERS

MAKE EVERY RETURN CALL COUNT

Presentation Numbers are pre-set numbers which are automatically sent out every time you phone someone. So, if a customer wants to return your call, they know who to get in contact with. Your number is never 'withheld'. And neither is any business.

Presentation Numbers can tighten up your marketing strategy in so many ways.

Set up a non-geographic 0800 or 0845 number and you can have return calls re-routed to any location you choose.

Or, if you operate a call centre, you could have calls for different clients directed to one single location.

And if you choose an 0800 number, people can call you for free, so they're even more likely to return your call.

What's more, Presentation Numbers move with you. Even if you relocate beyond the original dialling code region, your number doesn't need to change.

Here's what to expect...

- Presentation Numbers let you display a specific phone number with outgoing calls that may be different from your normal network number.

- People you call, 1471 users and caller display units are sent a real number to use when making a return call.

- Return callers get connected to the right department or person every time.

What numbers can I use?

As long as it's diallable or comes unchanged from the public network, it's up to you.

If it's a number already allocated to someone else, you need their permission to use it. It mustn't come with big call charges attached (so no 090X or 091X numbers). Oh, and it has to be supported by an underlying network number. Apart from that, it's entirely your call.

Call type	Definition
Type 1	Numbers generated by your network provider. Stored in the network, they are attached to your outgoing calls at the local exchange. **Verification and authenticity** No need for verification when calls are made – numbers are applied by network equipment. Authenticity depends on your network provider checking that you're entitled to use particular Presentation Numbers.
Type 2	These can identify a caller's extension number behind a Direct Dial Inward (DDI) switchboard. Though generated by the user's own equipment, the network provider can check that the number falls within the range and length allocated to a subscriber. **Verification and authenticity** Carried as a network number by some networks.
Type 3	These numbers don't need to relate to the geographical location where the call was originated from. Generated by the user's equipment, these numbers can't be verified by network procedures. **Verification and authenticity** You and your network provider have to agree to generate only authentic calling party numbers.
Type 4	For the onward transmission of the originating number where a call breaks into a private network and breaks out again before terminating. When it breaks out, the number is generated by the user's equipment. **Verification and authenticity** To stay verified, the number submitted by the private network must be the number received. Type 4 numbers are not always diallable – it depends on the number received from the public network.
Type 5	These numbers identify separate groups of callers behind a private network switchboard who want to send different outgoing CLIs (such as a call centre making calls on behalf of several clients). They are generated by the user's equipment. **Verification and authenticity** As with Type 1 numbers, you must confirm with your network supplier that you are entitled to use the numbers you choose.

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