



Operational update from O2

20 March 2008

Registering 10 landline numbers

Process for registering 10 UK landline numbers

Our new suite of Business Voice Tariffs, launched on 1 February 2008, offer unlimited* calls to UK landline numbers to customers connecting/re-signing by 31 March 2008 – please see O2ADDICOM 151 Q1 Launches for the details.

*excessive usage policy and terms & conditions apply. Please see www.O2.co.uk/terms

Customers connecting/re-signing between 1 February and 31 March 2008

- These customers will get unlimited calls to **all** UK landlines beginning with 01, 02 & 03 for three months.
- The three month period will start from the date of connection/re-sign.
- Once the three month promotional period is over, customers will default to their 10 nominated landline numbers – they must register these numbers by following the process outlined below.

Customers connecting/re-signing after 31 March 2008

Customers connecting/re-signing after 31 March will receive unlimited calls to 10 nominated UK landline numbers beginning with 01, 02 and 03 only after they have registered their numbers following the process below.

Process

Customers must nominate their 10 nominated numbers via “My O2 Business Account” at <https://o2businessaccount.o2.co.uk/>

Unfortunately, due to system constraints, we are unable to register the 10 numbers through Partner Customer Service or your normal connectivity route – i.e. the connections template or Business Gateway.

For security reasons, your customer will need the following information to nominate their 10 landline numbers.

- Customer’s first or most recent O2 bill (new customers will receive their first bill within 3-9 days after connection)
- An email address (this will not be used for marketing purposes)
- Any active O2 device on their account (they will also need to have this to hand)

It’s important to tell your new customers that they will be able to register and benefit from their nominated 10 numbers, only after they have received their first O2 bill.

You may also have some existing customers who have never registered on My O2 Business Account - they will need to do so by following the online registration process. Existing users of My O2 Business Accounts will need to login in as per the business as usual process.

Registering with My O2 Business Account

1. Go to <https://o2businessaccount.o2.co.uk/>
2. Click on "Registration" and follow the on screen prompts
3. The customer will be asked to enter the total amount shown on their bill, their email address and the mobile number of an active device on their account. The system will send an activation link to their nominated email address.
4. The customer should click on the link to generate a verification code which will be sent to their specified O2 device.
5. The online system will prompt the customer to enter their verification code, set up a new password and a password question and answer.

Nominating the ten landlines

To register their landline numbers, your customer will need to click on the on the "Choose up to 10 landline numbers for free" panel on the home page and enter their numbers. There's also a field to enter descriptions of their nominated landline numbers, which is optional.

Once your customer has registered their 10 numbers, My O2 Business Accounts will validate them, to ensure that they are eligible and they will get the benefit of unlimited calls within 48 hours.

You can of course carry out the above process by logging on as your customer – you will obviously need to have all the relevant information (the total amount shown on your customer's bill, access to your customer's email account and the verification code which will be sent to the customer's O2 active device).

Please ensure that you pass onto your customer the password and the password question and answer, as they will need this if they wish to make any changes to the 10 nominated numbers.

Please note

- Customers can only register a maximum of 10 UK numbers beginning with 01, 02 and 03.
- The 10 nominated numbers will be applied to all the MPNs on the customer's account.
- Customers will be allowed to make changes to their 10 nominated numbers up to 4 times in any 12 month period. Changes made to My O2 Business Account will be implemented within 48 hours.
- Any calls to non UK landline numbers will be charged at 8ppm once any bundle minutes have been exhausted.
- A switchboard number will be classed as one of the 10 numbers. A customer will not be charged if they call their switchboard and are diverted to an extension.
- The customer's nominated numbers will remain in place as long as they remain connected to an eligible tariff.

Communications to customers

We want to ensure that our customers who have connected between 1 February and 31 March are aware that they need to register their 10 landlines, so we'll send a series of reminders to the Account Holder – please see table below. If customers respond to our initial communication we will not send any further reminders.

Customer type	Vehicle	When	Message theme
Singleton & multi account for new/re-signing customer NOT registered on My O2 Business Account	Letter/email	22 March-22 April 2008	Don't forget to register your 10 numbers so you don't lose your unlimited calls to landlines – go to My O2 Business Account
Singleton & multi accounts for new/re-signing customers already registered for My Accounts	Letter/email & message on My O2 Account	22 March – 22 April 2008	Make sure you have your 10 free landline numbers registered so that you don't miss out on unlimited calls to landlines when your promotional period comes to an end.
Singleton & multi account for new/re-signing customers NOT registered on My O2 Account	Singleton – text message Multi account – letter/email	1 May – 1 June 2008	Don't forget to register your 10 numbers so you don't lose your unlimited calls to landlines – go to My O2 Business Account
Singleton & multi account for new/re-signing customers already registered on My O2 Account	Singleton – text message Multi account – letter/email	1 May – 1 June 2008	Make sure you have your 10 free landline numbers registered so that you don't miss out on unlimited calls to landlines when your promotional period comes to an end.

What to do

Take note of our registration process for nominating 10 landline numbers and the planned communications to your customers.

When you sell our tariffs, please ensure that customers are aware of the process to follow.

Get your customers, or you may do it on their behalf, to register their 10 numbers on My O2 Business Account so that they may benefit from the unlimited calls to landlines.