

<b>Consultation title</b>	<b>Directory Enquiries (118) Review</b>
<b>Representing (delete as appropriate)</b>	118 250 & 118 650
<b>Organisation name</b>	Best Number Ltd

## Your response

<b>Question</b>	<b>Your response</b>
<b>Question 1: Do you agree with our assessment of harm?</b>	I fully disagree with this due to the fact that callers have their own choice to call the number and has a fair warning (especially with our phone numbers we have pricing messages everywhere where advertised and at the start of the call)
<b>Question 2: Do you agree with our view that the proposed cap on the service charge for a call to a 118 number of £2.58 (ex VAT) per 90 seconds of the call is an effective and proportionate to remedy the harms identified?</b>	<p>Defiantly not!</p> <p>Small DQ call centres cannot run at this rate and the reason why Ofcom introduced 118 numbers was to open up a market, if this outrageous cap comes in then a few businesses are going to dissolve and no one new will ever join the market because at the capped rate you cannot pay call centre staff.</p> <p>Everyone will just move to 09 numbers at £3.60 per minute, I will not be able to stay in the market. And I don't think other providers will.</p> <p>Callers will still make complaints at £1 per call and even at 50p per call.</p> <p>All that needs to be done about it is you remove access charges is the thing that adds more money to their bill.</p>
<b>Question 3: Do you agree with our view that an overall implementation period of four months following Statement will be a sufficient time for providers to introduce the proposed cap?</b>	First of all don't do the cap because people will just leave the 118 market and it will just cause a lot of hassle for something where it is just up to the caller.

**Question 4: Do you have any comments on the notifications at Annex 10 and the draft modification set out within them? Where you disagree with the proposed modification, please explain why.**

N/A