

## 070 Pre Call Announcements – Update

**Briefing Audience:**

Public Electronic Communication  
Network Providers

### Interconnect Notification (Ref: 043/07)

On the 1<sup>st</sup> September 2007, BT implemented pre call announcements on calls to personal numbers retailing above 20 pence per minute (ppm) or 20 pence per call (ppc). This was implemented following a regulatory obligation placed on all call originators by Ofcom's statement and consultation of the 13th February entitled *Raising Confidence in Telephone Numbers*.

Pre call announcements introduce a time delay into the setting up of calls and one operator has highlighted a potential Health & Safety issue, with equipment programmed to operate in an emergency situation failing to complete calls. Because this type of equipment is only programmed to work in an emergency situation, its failure may not be apparent until such time as it is used in a real emergency situation.

BT, in conjunction with Ofcom, has taken action to reduce the risk where specific cases have been highlighted. However, there may be cases of which we are unaware and as an industry we have a responsibility to ensure that equipment failure does not pose a Health and Safety risk to our customers.

BT requests that operators highlight any known cases to BT so that these can be assessed and appropriate action taken where necessary.

For further information regarding the information contained within this briefing please contact your Commercial Manager.

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