

**RELIANT ENTERPRISE COMMUNICATIONS LTD. RESPONSE TO OUR  
DOCUMENT 1+ UNIFIED DIALING PLAN**

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## **General**

It would seem apparent that in a country as small as Jamaica the requirement for 1+ dialing is unnecessary and inefficient. Since C&W went to a uniform dialing plan nationwide for its fixed line service, we believe that any 1+, except for international calls, is superfluous.

With the maturation of the mobile market, consumers are well aware of what prefixes are mobile numbers and the requirement for an additional digit does not make sense in any instance. As for new NNX's for others, why would C&W distinguish using an added digit? It clearly makes the consumer think that this type of call attracts "long distance" charges which is not the case. We believe that the consumer is well aware of pricing from various companies and there is no need to make the call more complicated than necessary.

While not accusing any one of putting up an artificial barrier, it was common in the first few years of telecommunications deregulation for incumbents to make it difficult as possible via dialing schemes for consumers to access another network. Clearly the intent was to present a "picture" that this type of call was more expensive or make it so confusing that the consumer would not switch to another network provider. We would like to think that all providers are beyond this type of transparent manipulation.

In closing, we believe that 1+ should be eliminated for all types of "on island" calls between networks.