



LIME's Response to Industry Responses to the OUR's

NPA (Area Code) Relief

Planning – Phase 2 – Industry Consultation

August 2013

Introduction

LIME appreciates the opportunity to respond to the Industry Responses to the OUR's NPA (Area Code) Relief Planning – Phase 2 consultation document.

LIME's Response to the Industry Responses

8. Which of the options, a) or b) above, to effect the elimination of local 7-digit dialling and the introduction of mandatory 10-digit local dialling do you think is more appropriate?

In response to question 8 above Digicel suggested that the OUR consider a hybrid *“where not every call is subjected to a pre-announcement but instead a percentage of calls dialled with the 7-digit format receive the announcement. This percentage should not exceed 20% and may be eliminated depending on the observed network impact.”*

LIME does not agree with this approach. It is critical that during the period of permissive dialling all callers that dial seven digits are given an equal opportunity to be educated about the pending change to mandatory 10-digit dialling. This service to callers will help in no small measure to change their dialling behaviour sooner rather than later, which is the desired outcome. Furthermore, any impact on the network will be a diminishing one as more and more callers adapt to 10-digit dialling.

Attempts to make one in five persons dialling seven digits hear an announcement will likely impede the transition to 10-digit dialling and result in more failed calls after the period of permissive dialling has been concluded. This will likely result in customer dissatisfaction, and increased calls to the Contact Centres of Service Providers and to the OUR's customer facing department.

LIME accepts that due consideration should be given to how long or short the period of permissive dialling should be, however, it is of the firm view that every caller dialling a 7 digit number during the period of permissive dialling should hear a pre-announcement alerting him or her to the transition to 10-digit dialing.

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