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FOR IMMEDIATE RELEASE

## **03 NUMBERS TO OVERTAKE 0845 AS UK'S MOST POPULAR BUSINESS PHONE NUMBER**

03 numbers look set to overtake 0845 as the UK's most popular business phone number, according to a leading telecommunications company.

Windsor Telecom, the UK's 2<sup>nd</sup> largest provider of 0845 numbers, found that 03 numbers accounted for over 50% of its new connections between March and July of this year, with 0845 making up 31%.

The firm attributes the rising popularity of 03 to the increasing usage of mobile phones.

Communications regulator, Ofcom states that 40% of all UK calls are now made from mobiles and users can call 03 numbers as part of their free minutes.

Neil Sherring, chief executive of Windsor, said: "0845 numbers have been around for 13 years and have long been the most popular choice for UK businesses. However, consumers are using their mobile phones more and more which means many companies are looking for solutions to encourage people to phone them. 03 does this, whilst giving firms the same benefits as 08 numbers."

03 numbers were launched by Ofcom in 2007 to “increase certainty, trust and confidence in the numbers that consumers call”. They cost the same to call as normal landline numbers and offer exactly the same call features as 08 numbers.

Thousands of SMEs are now using 03 numbers, alongside larger organisations which include the BBC, the National Blood Service, Pioneer and Oxfam.

- Ends -

#### **NOTES TO EDITORS:**

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#### **About Windsor Telecom:**

- Windsor Telecom is a leading provider of memorable phone numbers and inbound call solutions.
- Windsor Telecom has Investors in People Status.
- Windsor Telecom is officially the UK’s 2<sup>nd</sup> largest suppliers of 0845 numbers.
- Windsor Telecom is fast becoming the foremost authority on 03 numbers
- Windsor Telecom provide bespoke call plans and services which give customers incredible flexibility and control over their inbound calls, without any technical knowledge. Solutions will enhance productivity and sharpen competitiveness.
- Business XL magazine, an award winning magazine for growing companies, voted Windsor Telecom a ‘21<sup>st</sup> Century Business Star’ and ‘One of the best 50 companies in the UK today’.