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1300/1800 Telephone Number FAQ

A friend said I should have a 1300 or 1800 number. What is it and how will it benefit my business?

1300 numbers enable anyone calling from a landline phone anywhere to call your business for the cost of a local call. 1800 numbers allow customers calling from a landline phone anywhere to call you free of charge. The charges for received calls are absorbed by your business, similar to reverse charge calls.

The ability to have a single national number means that your business can provide a consistent contact point regardless of where you are based in Australia, where you may move to in the future and the number of offices you have. This service also helps provide your business with a professional corporate image, while attracting business from a wider area.

Both services come packaged with 'Telstra Analyser Online', a web-based reporting tool which allows you to view how many calls you receive, their origin, how many were successfully answered and the average call duration.

"Phone Words" is a separate service that you can use in conjunction with your 1300 or 1800 number. Phone Words are derived from the alphabetic translation of their number, for example, 13 4473 equates to 13 HIRE (in the same way that numbers relate to letters when creating a text on a mobile phone). A Phone Word is easy to remember and can identify your industry/service or company name. Customers can see which Phone Words are available by visiting www.1300australia.com.au. Phone words are a unique marketing tool which can increase awareness of a brand. Phone words can be leased directly from Telstra and charges added to your Telstra bill with no upfront purchase costs.

What is the difference between a 1300 and 1800 number?

A 1300 number allows anyone to call you for the cost of a local call, whereas a 1800 number allows your clients to call you for free. Both services incur the same monthly fee of \$27.50 (inc GST) and charges for Regional, State and National Calls. Charges differ for local and city calls (see table below for fees and charges).

Can I obtain a 1300 or 1800 number from LINK Business Hub?

No, Link Business Hub does not supply 1300 or 1800 numbers. These can be obtained from Telstra. Once the service is activated, it can then be 'linked' to your telephone number here at LINK Business Hub. Other providers can supply 1300 and 1800 numbers although some insist that the number you divert to is also provided by them (e.g. Soul). The land line number that LINK Business Hub supply is provided by Telstra and this information may be pertinent to whether you can use a particular 1300/1800 provider. Check directly with your preferred provider.

How do I use my 1300 or 1800 number at LINK Business Hub?

When you set-up your 1300 or 1800 service with Telstra (or other provider), it is then diverted to your phone number here at LINK Business Hub. When a call is received, we will answer it in your business name. The virtual service offers phone answering between the hours of 8.30am and 5pm Monday to Friday excluding public holidays. If you have opted to use the 'Professional Virtual Office Service' from LINK, calls outside these hours are diverted to a personalised message and voicemail, if you wish to use it. Alternatively, you are able to divert your 1300 or 1800 number to a different location outside our office hours by placing a request with your 1300/1800 provider.

Can I publicise both my 1300/1800 numbers and my local number allocated by LINK Business Hub?

Yes. Callers can ring either your 1300/1800 number or the number allocated to you by LINK Business Hub and calls are answered in exactly the same way. Remember that you cannot take your LINK number with you if you chose to leave the service, whereas you are able to keep a 1300/1800 number. Simply request that the service provider divert your 1300/1800 number to another number between set times.



How much does a 1300 or 1800 number cost me?

Assuming that you use the Telstra service, their fee structure is as below. Additional fees may be charged if you require an “enhanced connection”, such as multiple answering points or specialised call routing. Please note that this information is indicative pricing only and are the charges quoted by Telstra as at 1/1/07 and are therefore subject to change. We suggest you confirm the most recent pricing structures with Telstra. LINK Business Hub Virtual Office service charges are in addition to these fees and are as set out in the Packages and Pricing information sheet (available as a download from our website www.linkbusinesshub.com.au).

All figures include GST

The <u>basic tariff</u> for all Telstra 1300/1800 services is \$27.50 per month plus call usage charges (as below).	
In addition, <u>call usage charges for Telstra 1800 numbers:</u>	
Local and city rate calls	are 16.5c capped at 38.5c for the first 10 minutes, thereafter the following per minute charge applies: 13.2c Monday-Friday 7am-7pm, 9.9c all other times.
Regional calls	are 16.5c per minute Monday-Friday 7am-7pm and 12.1c all other times
State calls	are 24.2c per minute Monday-Friday 7am-7pm and 18.7c all other times
National calls	are 29.7c per minute Monday-Friday 7am-7pm and 23.1c all other times
Or alternatively, <u>call usage charges for Telstra 1300 numbers:</u>	
Local calls	are free for the first 15 minutes, thereafter the city rate applies which is 13.2c per minute Monday-Friday 7am-7pm, 9.9c all other times.
Regional calls	are 16.5c per minute Monday-Friday 7am-7pm and 12.1c all other times
State calls	are 24.2c per minute Monday-Friday 7am-7pm and 18.7c all other times
National calls	are 29.7c per minute Monday-Friday 7am-7pm and 23.1c all other times
The caller pays 25c per call from a landline phone.	
<u>Optional extra for Telstra PhoneWords service:</u>	
PhoneWord Type	RRP Per Month (valid from 01/07/06 - 30/06/07)
Diamond	\$3,153
Platinum	\$2,491
Gold	\$2,006
Silver	\$1,207
Bronze	\$805
NB: PhoneWord promotional pricing is currently available and is valid from 20th September 2006 to 31st January 2007. Customers who take up a PhoneWord during this time will receive 50% off their PhoneWord monthly fees listed above until 30th June 2007. Minimum contract term for the offer is 3 years.	

How do I proceed with a LINK Business Hub Virtual Service and 1300 or 1800 number?

STEP 1: Complete a Booking Confirmation form downloadable from www.linkbusinesshub.com.au (see Downloads) and return it to LINK Business Hub by fax to 02 49787899 to activate your virtual service. We will then provide you with your local landline number here at LINK Business Hub within 24 hours.

STEP 2: Once you have been allocated your LINK phone number, contact Telstra on 132253 to set up a Priority1300 or Freecall1800 account. You will need to quote your local landline number here at LINK Business Hub to connect the two. At this point, inform them if you wish to have multiple answering points (eg. your mobile out of office hours). Telstra will take a few days for the connection to be completed.

STEP 3: Advertise your number and enjoy the benefits of your new virtual service!

If you have any questions in regard to the above, please call us on **4978 7800**.