

Dear TRC Team,

Hops this email find you well.

Due to the current rapid evolution in the telecommunications and IT sectors and as we're keen to increase those developments which will be reflected on all of the Areas, we would like to highlight some of the points based on the newly suggested range of numbers which will be assigned for the corporate directory;

- Number Of Digits
  1. The suggested range of 88xxxx is one digit less than the current range of land line numbers that used by the corporate which is 7 digits, we believe offering 5 digits or even 4 digits -if possible- will be more appealing and attractive to be used by the corporate , in addition to the fact that having 5 digits will be more flexible to be advertised and communicated through different communication channels including word of mouth.
  2. The main purpose of having a dedicated range of corporate directory is to smoothen the communication between the corporates and their customers, adding new channel and enhancing the customer experience will be difficult to achieve with the suggested range of 6 digits.
  3. In most of the countries that currently offering this service there is a significant difference of number of digits between national land line and mobile numbers versus this service, were the corporate directory already between 3 & 5 digits while the national numbering plan start with 7 digits & above
- Batch of assigned numbers
  1. The consultation paper suggested that assigning the new range will be 100 number each time, taking into consideration that the directory numbers will be segmented based on service category, so the customer will realize by reading the 1<sup>st</sup> couple of digits for example that this number belongs to, Banking, restaurants, Insurance...etc

To support this segmentation which will be friendly for the customer experience, the proposed batch of 100 number each time will not be enough, we suggest to have a batch of 10K numbers each batch and above.
- Range of 88xxxx
  1. In addition to the mentioned points regarding number of digits we believe that the corporate number should start by low entry numbers for example, 12xxx, 15xxx, 22xxx....etc
  2. Providing a 88xxx is not a normal exercise for this kind of service in addition that customers might get confused with the 800 free call range and as mentioned by the consultation paper the fees of the call will be same as normal local call, or free in case the corporate decided to absorb these costs.

We believe that one of the major success key of this service is to be provided by a new neutral service provider other than the current mobile companies, this is due to the current market situation between the three mobile companies where are many authorized ranges are not opened between these companies where this service might end up the same, also there are many interconnection and commercial difficulties for example the 0800 range where the interconnection call through is not applied.

In addition that some of these cases had been in court for years now.

Adding to the point mentioned above offering this service by a new service provider will add a significant number of direct and indirect jobs to the Jordanian telecom market also as it will be the core service by the new service provider this will guarantee that this service will have the full focus and support which will guarantee to have first class service level in addition it will include other supporting services such as customer experience tracking, smart routing, flexible call forwarding destinations.

We would like to schedule a meeting at your convenience to elaborate more on these points.

Many Thanks,  
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