

## Protect privacy with Alternative Number

Protect people's privacy, short-term or long-term, with an alternative to giving out personal mobile numbers.

### Quick overview

An Alternative Number is an O2 mobile number that works independently from a SIM card. We developed them as a voice enhancement to SMS long numbers as many customers wanted to call back in response to texts received from businesses. They're available long or short term, with minimal monthly line rental and calls and texts charged at standard rates.

### Benefits for end-user customers

#### Maximum connectivity with minimum risk

Almost everyone has a mobile number and, in many cases, home and work landline numbers too. People are happy to give them out to people they trust, or have a long term connection with. But there are times when they'd rather not give out their personal mobile number, especially to people they don't know or only deal with on a short-term basis.

Let's say they place an ad for a high value item online, such as a car. They want lots of interest while the ad is live but not after-sales contact from people they didn't sell the car to. Which is why Alternative Number can be active for a set period. People can call or text when the ad is live - but not after.

It's also useful for personal sites, such as online dating. And for small businesses who want to differentiate between personal and work numbers. People can call or text them - but not on their personal number.

### Benefits for your business customers

#### Control. Security. Privacy.

Alternative Number is a perfect way to keep control of communications between end-user customers and contractors working for one of your business customers.

Taxis or courier services are a good example. Without this, end-user customers could use the contractor's personal phone number and the relationship with your business customers' brand is lost.

It's also useful in cases where a business wants to offer a temporary mobile number as a secure communications feature. It can be made available for short periods. Perhaps if a web chat needs to continue when someone is going offline or a banking app needs a customer to call to verify their identity.

Also good for web sites where end-user customers might need contactability with anonymity for the period any advert is live.

And, of course, 07 numbers don't give away location, which a landline equivalent would do.

### Telephone Banking Solutions

#### Simplifying identity verification

When using Alternative Number, a secure mobile banking app changes the number with each new verification, helping combat telephone banking fraud.

Combined with touch ID verification, Alternative Number keeps mobile banking secure and simple.



# App Based Solutions

## Taxi or courier services



Alternative Number allows greater control over communications between customers and drivers as well as ensuring the safety and security of customers.

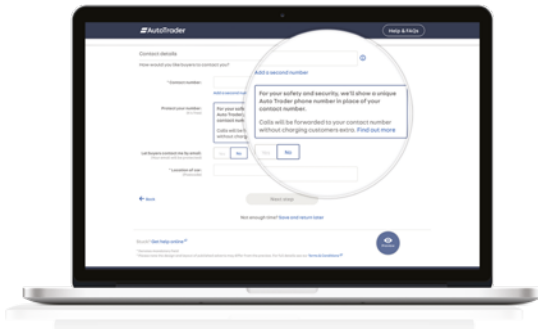
## Bring Your Own Device (BYOD)



Alternative Number is perfect for small businesses who prefer not to buy new smartphones for employees, as it allows staff to have their own work number and make calls or texts that are charged to their business but use their own device.

# Platform Supported Solutions

## Advertising high value purchases



Companies which enable the advertisement of high value items such as cars or houses can allow sellers to use an Alternative Number for the period of the advertisement being live on a website. This ensures ongoing security for the seller and no issues once the advertising period is over and the number returned for re-use on the website after a given period of time.

Image shown for illustration purposes only.

# Hosted Voice Solutions

## Mobile Office



Larger companies can use these numbers in conjunction with both desk phones and mobile devices so that inbound calls can be directed to particular staff e.g. call centre staff or field based employees. Here the numbers may be more of a first contact point with calls routed through to different staff as appropriate.

## Contact Us

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Want to find out more about Alternative Number? Email us today and one of our Account Managers will get back to you very shortly.