



Shared Use Definition & Overview

Introduction

Over the years, businesses have developed creative methods for sending calls to distributors, franchisees, and affiliates, using pre-programmed advanced routing features, touch-tone prompts and pass codes entered by callers. Consequently, a single number, or group of numbers, may serve as the telecommunications gateway for access to a variety of people and/or services, while facilitating advanced call processing, recordkeeping, and the detailed analysis of calling patterns.

Shared Use and Bundled Toll-Free Services

Shared Use and Bundled Toll Free Services are innovative telecommunications technologies for advanced call processing, developed to facilitate the provision of complex routing arrangements. These features enable service providers to optimize the use of scarce toll free numbers, while offering their customers creative methods of meeting their specialized telecommunications requirements.

Each Shared Use customer receives calls routed from a dialed toll-free number based upon a predetermined set of criteria. The basis for routing the calls among unrelated business customers is typically geographical (e.g. area codes or area code/exchange combination). Additionally, Shared Use customers with interrelated remote locations can set other routing criteria such as time of day or day of week; or customized based on the caller's touchtone responses to a series of voice prompts. For example, a group of automobile dealers under common ownership may all advertise a single toll-free number, and callers can then choose from a voice menu to reach any one of the affiliated store locations. As a result, a single toll-free number may simultaneously serve as the primary advertising response, customer service, or technical support contact for hundreds of individual businesses or business locations nationwide.

For many years businesses have recognized the value of highly recognizable, or "vanity," phone numbers in boosting advertising response (e.g. 1-800-FLOWERS), even as the supply of those numbers has been reduced to near zero because of their overwhelming popularity. The introduction of shared use services in the early 1990's addressed the growing demand for toll-free vanity numbers by following a practice common among franchise operations and multi-location businesses. Using geographic and other advanced call routing features, a single phone number can now serve unrelated businesses having separate, unique advertising markets. For example, a dentist in San Diego can market her practice with 1-800-NEW-TEETH while another unrelated dentist in Florida can use that same vanity number for his Miami practice.

Shared Use and Bundled Services are described in Sections 1.2 and 2.2.1 of the Guidelines for Toll Free Number Administration ('The Guidelines'). The Guidelines are maintained by the SMS/800 Number Administration Committee (SNAC) of the Alliance for Telecommunications Industry Solutions (ATIS) Ordering and Billing Forum (OBF). They have been developed for the purpose of providing the industry with a set of working principals for the administration of toll free service.

(See other side for information on 800response)

800response

800response provides business customers with toll-free long distance services bundled with advanced communications, messaging and reporting features, in conjunction with shared mnemonic and easily recallable vanity numbers.

Since 1990, **800response** has been offering specialized toll free services, on a local and regional basis, to businesses across the United States. The industry leader in shared use services, **800response** has the widest selection of vanity 800 numbers available.

In addition, **800response** offers value added services such as real time online call tracking reports, call recording, custom call routing arrangements, consultation on the use of Custom 800 numbers in print and broadcast media, and trademark licensing. We are continually looking for additional complementary products and services to offer, either in-house, or through strategic partnerships.

800response has been a significant contributor to the SMS/800 Number Administration Committee (SNAC), the primary participatory forum for the toll free industry. **800 Response** has also participated in other industry and regulatory initiatives both directly, and as a founding member of 1-800 American Free Trade Association (1-800 AFTA), an industry group formed to advocate for free and efficient telecommunications markets and to promote the growth of shared use and bundled toll free services in the United States.