



Premium Rate Number

Product sheet

Viatal is the market leading and a completely independent supplier of our own premium rate numbers. Our Premium Rate Numbers are a secure and convenient payment method with low fees and the possibility of earlier out payment. Our numbers are simply more profitable premium rate numbers.

More profit

Our Swedish premium rate numbers, Via900, works in the same simple and secure way as other premium rate numbers that are available on the market today. The consumer makes a premium rate call to pay for a product or service, the cost is then charged on their telephone bill. The big difference is that with Via900 you receive a higher payout for each call made to your service.

Portation of your current numbers

If you currently have premium rate numbers from another provider, we're happy to help with the portation. You keep your current telephone number and your service continues to operate in the same way as before. This allows you to experience the benefits of Via900 without having to change premium rate number or affecting your service in any way.

Administer your service

The web interface also allows you to administer your service. You can for example add, remove and edit the numbers to which your calls should be routed, the price is the same irrespective of how many different

Order a new premium rate number

You can order a new premium rate number from us if you don't have one today, of course at the markets lowest price. At half the cost of your first Via900 number, you can then choose to complement with additional premium rate numbers if you have the need to.



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Client web provides overview

Access to our client web is included with your premium rate number. In the client interface, you're provided with a clear overview of your service, you can track call statistics and adapt e.g. staffing and marketing needs accordingly.

routing targets you need. It's also possible to refund premium rate calls in a few simple steps. Refunded calls are sent to the customer's operator which deducts the refunded calls from the customer's phone bill.

Payment

Payment for traffic is made to your business account 40 days after the month-end. If you wish to receive payment faster, we offer the additional service Advance Payment, we then pay out your generated income within 10 banking days instead of 40.

After each month-end, we send you a settlement note where traffic, your generated income and our charges are specified. The charges are offset directly against the income on the same invoice – simple and efficient.

You decide the price

You decide the price and the VAT rate on your premium rate number based on which product or service you sell. You can choose to charge a certain price per call or a certain price per minute. If you choose the price model "price per minute" the call may cost a maximum of 1500 SEK, the call is ended automatically when the limit is reached.

If you choose the price model "price per call", you can charge a maximum of 500 SEK per call. We can offer higher amounts depending on the type of product or service you sell.

Dynamic price announcement

The price for the call is always automatically announced to the consumer when calling the premium rate number, the price announcement is free of charge. The consumer must confirm that they approve the price for the call by pressing "1". With Via900, you have the possibility to amend the price announcement, you can for example use a customized introduction prompt with your company name. You can also choose to increase security by having the price repeated or the consumer entering their year of birth before charging.

Regret period of 10 seconds

There is a regret period of 10 seconds once the consumer has approved the price for the call, if the consumer hangs up before 10 seconds have elapsed, no charge will be made. A safety measure for both you and the consumer.

Simple and secure

Premium rate calls are a simple and safe method of payment, both for you and your customers. No registration is needed in order to pay and the service can be accessed even by consumers with secret/unknown telephone numbers. Your customers can call from anywhere in the country, all that is needed is a telephone subscription. You don't have to send out invoices and avoid bad debt losses, we ensure that you get paid for all calls made.

Decide opening hours

If you need specific opening hours on your premium rate number, you can choose to use the additional services *scheduled opening hours* and *manually open/close*. *Scheduled opening hours* allows you to set the opening hours in advance, e.g. weekdays 8.00 – 16.00. *Manually open/close* allows you to open/close your service through our web interface.

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Regulations

ERB

The Ethical Council for Premium Rate Call Services (ERB) is an independent, autonomous organ that regulates the premium rate call market in Sweden.

ERB's task is to develop rules that apply on the premium rate market and to ensure that they are followed. As our customer, you are of course bound to follow these regulations.

Regulations in brief

The regulations regard both marketing and what content that may be provided through premium rate calls, below is a brief of the most important rules. The regulations can be read in their entirety on ERB's website, www.etiskaradet.se, choose "Regler" in the menu and then click the second "här" to download a PDF-version of the regulations in English.

- Swedish speaking customer service shall be provided on a Swedish number all week-days between 09.00-16.00.
- The price for the call shall always be provided directly adjacent to the premium rate number in all marketing material relating to the service.
- The text size of the price information should be at least one third of that of the premium rate number in printed adverts.
- Company name and postal address plus customer service number must be included in all marketing of the service.

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