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1st September 2022
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October

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November

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30th (3 hrs)

December

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הרה"ג ר' אברהם כ"ץ שליט"א
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Thursday
השקפה

הרה"ג ר' אברהם חיים צאקן שליט"א
A lively ממש shiur

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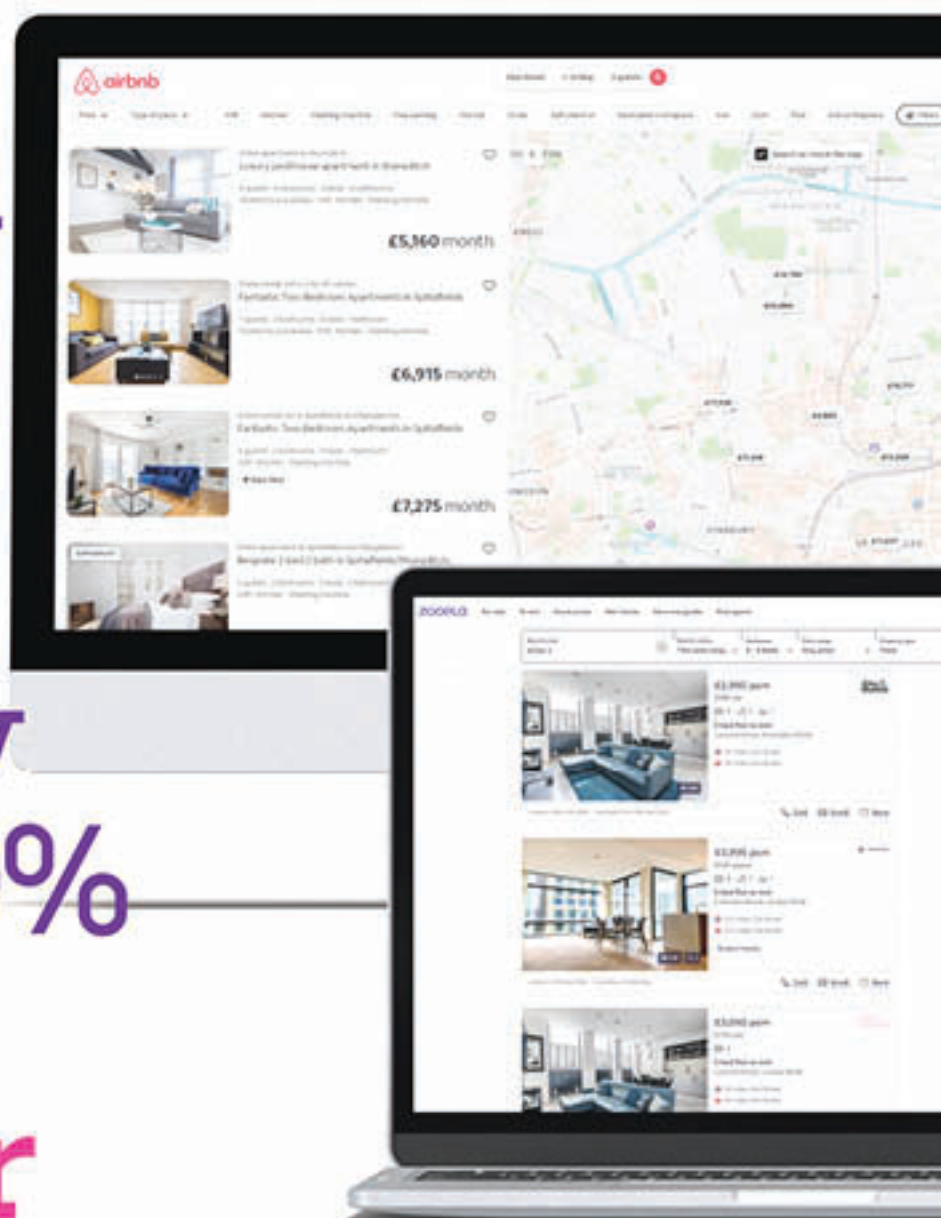
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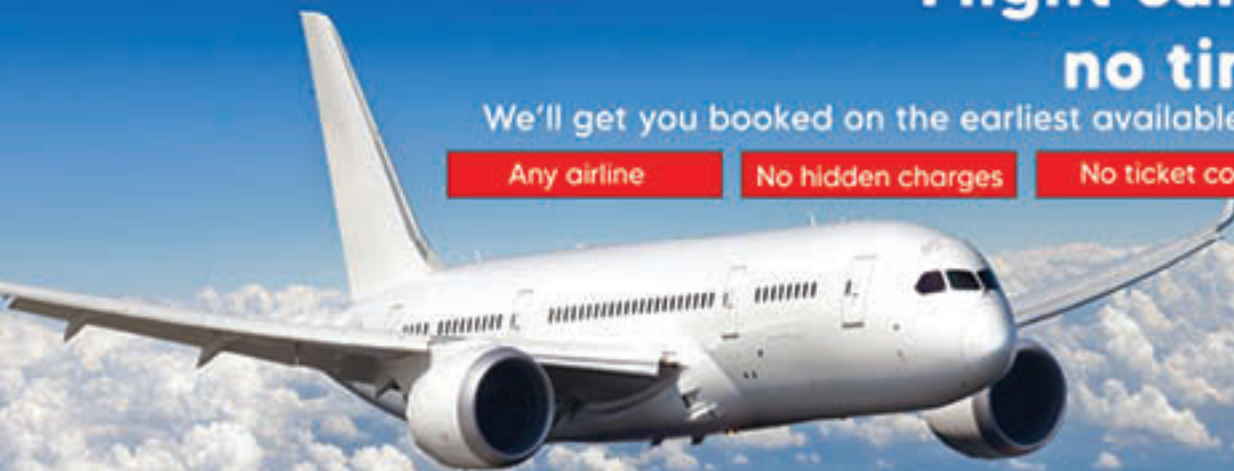
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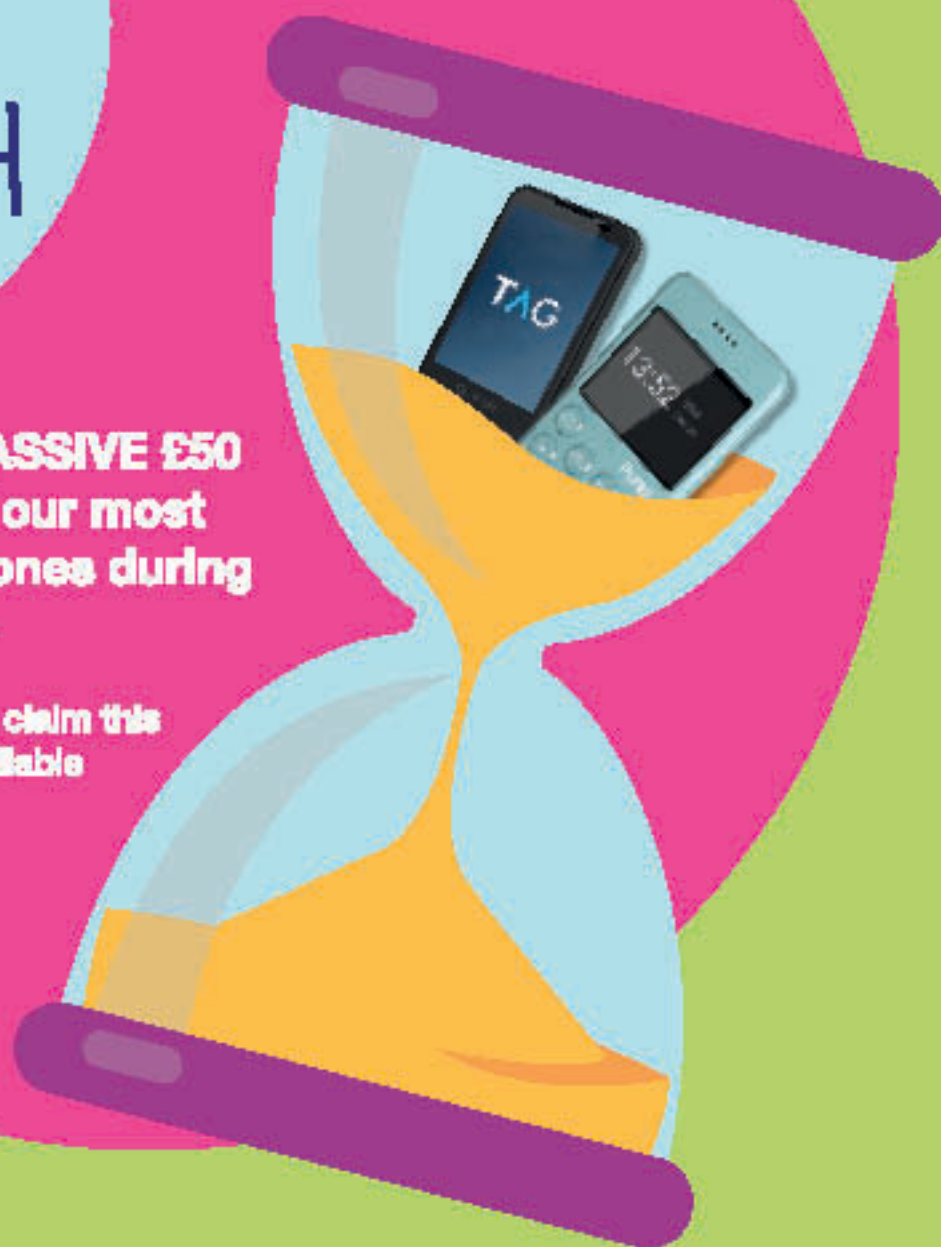
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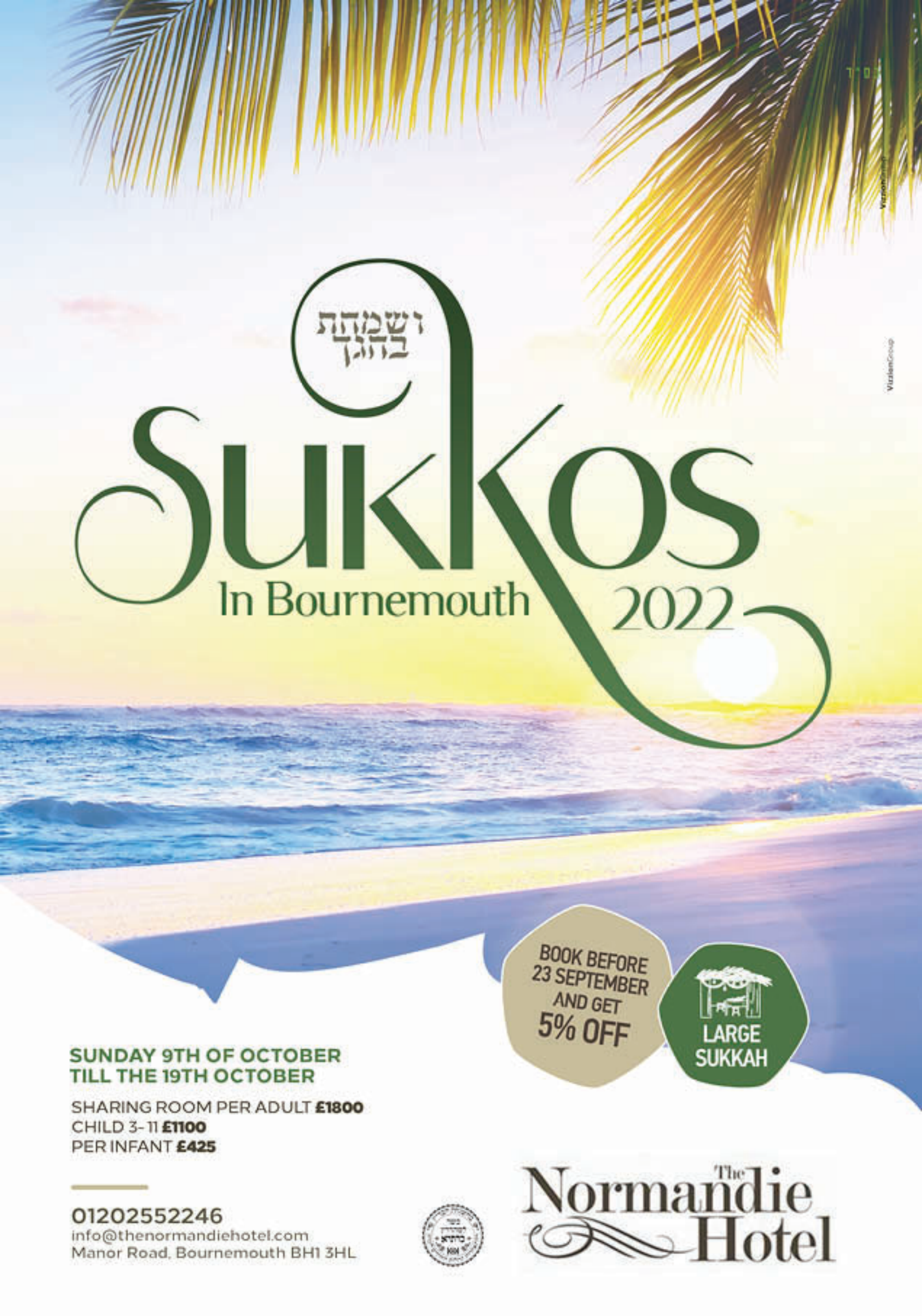
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Dear Customer,

I am writing today with an important update, which will affect many customers who make calls from the UK to Israel.

In July, a new piece of legislation was introduced by the Israeli government, that allows Israeli network operators to pass on a new surcharge per minute, for incoming calls to Israeli phone numbers. This affects both landline and mobile numbers and applies ONLY to incoming calls originating from outside Israel.

The new price for receiving an incoming call, originating from phone numbers outside of Israel will be charged up to 4¢ (rough equivalent of 3p) per minute to an Israeli landline and up to 12¢ (10p) per minute to an Israeli mobile. This charge is paid by the caller, not the receiver. This charge is applicable when a call is placed from outside Israel and will not affect local calls within Israel. This follows a similar surcharge model that was introduced by some EU countries, for any calls originating outside the EU. Naturally, this will affect many customers who call Israel, especially from here in the UK.

Is this affecting everyone, or just RCUK clients?

This change is not exclusive to RCUK clients - it will affect all users calling Israel that are not physically in Israel. Some carriers and network providers can take longer than others to react to market changes and advise their customers as such, however the bottom line remains, all charges for calls to Israel will be revised over the coming weeks and months.

How come this is the first I am hearing of this? It isn't something we have heard of before?

Most consumers are unaware of it just yet. We are putting these notices through local papers and publications to alert the קהילה accordingly. Over the coming weeks and months, consumers will be well acquainted with this price change.

I have checked with my current supplier, and they know nothing about this legislation change or have advised no change in rates.

Larger carriers and some wholesale international suppliers can take longer than others to react to market changes and advise their customers of such, however, all charges to Israel will be revised over the coming weeks and months. The Global Calling Card market and Call Forwarding supply chain have both reacted very quickly, as wholesale rates have been affected immediately.

What changes will RCUK clients see?

The Management Team at RCUK are working on different solutions, which will be implemented for our own clients to combat some of these new surcharges. RCUK clients will be contacted directly with more information on this.

I was offered a specific rate. Can this be changed?

In short, the answer is yes, network operators can and do amend rates mid-term – and unfortunately, rates can be increased without needing to notify end users. All service providers will include this in their company's terms and conditions.

Any tips on how to tackle this?

At RCUK, we have a selection of options available, particularly with RCUK Mobile. In addition to standard UK tariffs, we have international calling bundles available to certain countries including Israel. The rates to call Israel with these bundles have not increased, making this an extremely cost-effective alternative to call Israel. For more information about RCUK Mobile and International calling bundles, please contact the RCUK Mobile team by emailing **mobile@rcuk.com** or by calling **020 8815 4111**.

Additionally, if you would like to hear more about international calls using our international calling card platform, please contact our dedicated RCUK Global team by emailing **global@rcuk.com** or by calling **020 3319 9400**.

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ARTICULATING YOUR COMPETITIVE EDGE

Submit your marketing questions to column@writeitmarketing.com
Those selected for publication will be featured in the coming weeks

For many years, Avis was the second-largest car rental company, with Hertz claiming the #1 spot. In fact, Hertz took over the market to such a large degree that Avis was having trouble staying solvent.

That's when they hired a famous ad agency to come up with a new USP that would pull the company out of its hole. The "We're number two. We Try Harder" campaign was so successful, Avis' market share went from 11% to 35% in just four years.

Package carriers are a dime a dozen, but the historic slogan of "When it absolutely, positively has to be there overnight" transformed FedEx from just another logistics company to a market-leading global brand.

What made these brands successful is their Unique Selling Proposition (USP). As a matter of fact, the FedEx slogan expressed two USP's: the security of knowing that the package will be delivered as promised, and the ability to save time by getting it overnight.

Last time you worked towards discovering your competitive edge. You know why you're bigger, better or more exclusive. Now you need to craft a powerful USP so your customers know it, too!

A USP is a succinct, one-line statement that articulates a benefit to the end-user that is unique to your brand. It's what motivates customers to choose you even when you're not the cheapest or most well-known.

For a USP to be successful it needs to be SMART:

1. **Specific:** Something general like 'high-quality' or 'the best' says nothing. Focus on the actual benefit.
2. **Memorable:** Going for something generic that others can copy won't help you stand out.
3. **Abridged:** Most people skim read. Keep it to one line.
4. **Relevant:** The benefit must really matter to potential customers.
5. **Tangible:** You must be capable of delivering on your promise.

Some examples:

- Robinhood is an investing platform that believes the financial system should work for everyone, not just the wealthy. Their

USP: "Investing for everyone."

- Canva is an online design and publishing platform aimed at making it easy for anyone to create and share graphics. Their USP: "Empowering the world to design."
- Saddleback Leather produces leather products that are backed by a 100-year guarantee and are designed to outlive its users. Their USP: "They'll fight over it when you're dead."

It's common for start-ups to want to be everything to everyone. They want to be known for both quality and price, often for a wide-range of products. The problem is, it doesn't make you stand out (remember Sam and his stretched-out net?).

Your USP should focus on one unique benefit in which you excel. With a strong selling proposition, customers quickly understand what your business offers and why they should choose you over the competition.

The best part? Once you've discovered your ideal customer profile, and articulated your value with a USP, you'll be able to craft on-target messaging that tells potential customers exactly what you're offering and why they need it.

By now you've acquired a framework for successful marketing research, defined your target audience, uncovered your competitive edge, and discovered the attributes of a powerful USP.

If you haven't started the process yet, it's not too late! Over the next few weeks I'll be answering some of your email enquiries through this column. Please let me know how these techniques have been working for you and I'll endeavour to iron out any of the creases standing in your way.

Marketing takes effort, but the results are so worthwhile! Do the steps now; thank yourself later. (And me. Seriously, I'd love to hear about your achievements!)

Here's to your long-standing success!

-

Mrs Chani Krausz is a certified brand strategist and copywriter, specialising in B2B industries. Her keen insight and strategy-backed approach helps businesses boost their marketing results, even when they aren't the cheapest or most well-known. She can be reached at projects@writeitmarketing.com

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25	26 Erev Rosh Hashana 5783	27 Rosh Hashana 5783	28 Rosh Hashana 5783	29 Zero Gedalia	30	Parshas Vayelech

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			5	6	7	8 Parshas Hosanna
2	3 Erev Yom Kippur	4 Yom Kippur	12	13	14	15
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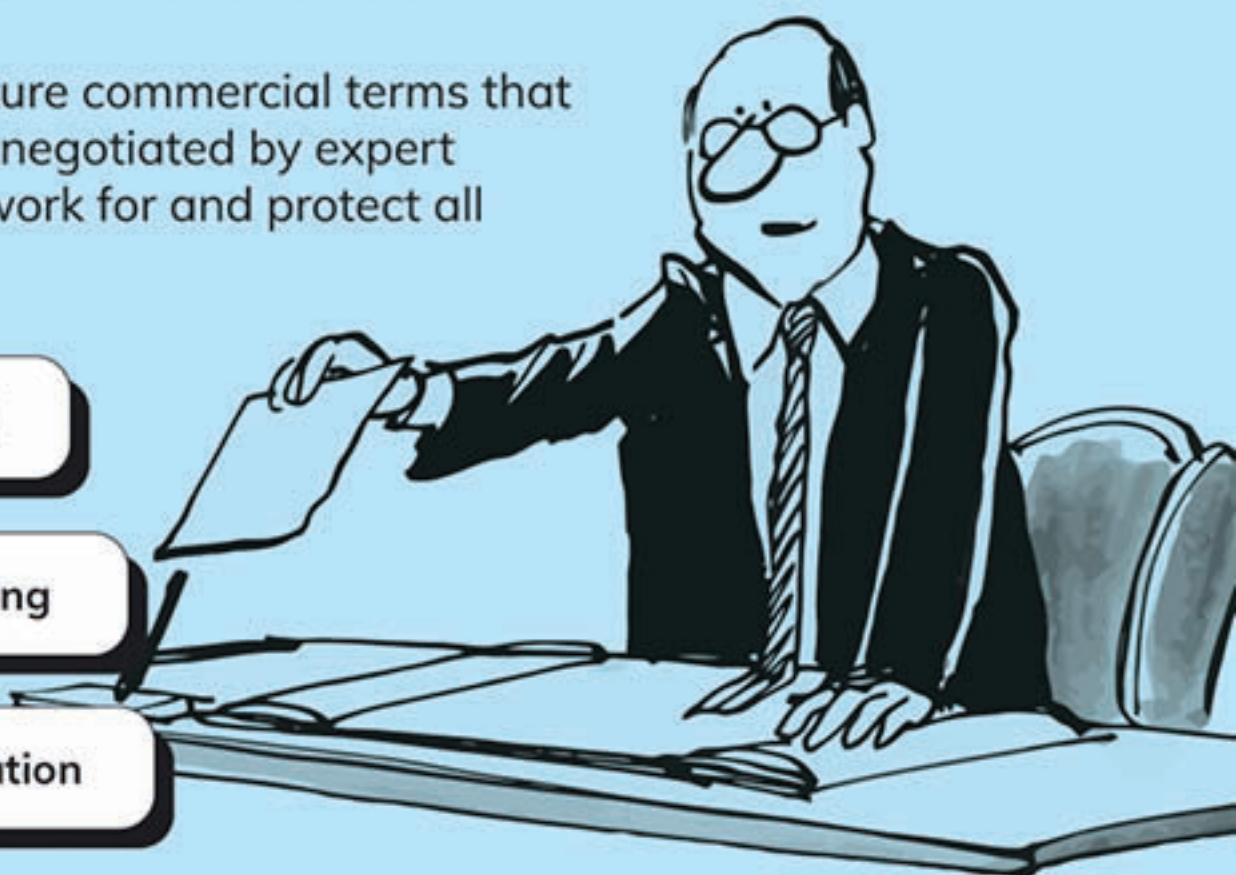
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