

May 27, 2022

Honorable Michelle L. Phillips, Secretary
New York State Public Service Commission
Three Empire State Plaza
Albany, NY 12223

Re: RingSquared Telecom LLC Response to Case 21-C-0473-516/363 NPA Overlay

Dear Secretary Phillips:

In response to the Order issued in Case 21-C-0473 approving the designation of 988 as the three-digit dialing code to reach the National Suicide Prevention Lifeline (NSPL) for certain area codes in New York state by July 16, 2022, RingSquared Telecom LLC, successor to Magna5 LLC (“RingSquared”), respectfully submits the following customer outreach and education plan.

RingSquared will educate employees and sales teams of the timeline for the 988 overlay and its impact to customers. Employees and sales teams will receive copies of notices sent to customers as well as educated of the process and customer directions needed to aide customer with questions they may have in initiating the 988 dialing code and where additional information on this designation can be found.

Initial notices were provided to customers via e-mail October 6th 2021 advising to begin dialing 10-digits as January 24th 2022, mandatory 10-digits dialing for local calls to begin July 15th 2022 with 988 calls to begin routing to National Suicide Prevention Lifeline (NSPL) as of July 16th 2022. Subsequent notifications will be sent to customers reminding of these dates via e-mail on June 1st 2022, June 16th 2022 with a 7 day final notice to be sent July 8th 2022.

Customers using automatic dialing equipment, or other types of equipment such as life safety systems and medical monitoring devices, PBXs and fax machines, cellular phones, modems, alarm and security systems or gates, speed dialers, contact lists stored in telephones or mobile phones, call forwarding settings and voicemail programmed with 7-digit numbers will need to be reprogrammed with 10-digit telephone numbers since the dialing patterns will be affected by the new overlay.

Starting January 20, 2023, customers requesting new telephone lines or service in the 516 NPA may be assigned telephone numbers in the new 363 area code. These customers will be advised that the new 363 area code is needed to meet the demand for the telephone numbers and will be overlaid over the area now serviced by the 516-area code. Customers who forget to dial with a 10-digit telephone number will receive an instructional recording to hang up and redial and making sure they include the area code.

RingSquared will use information received in News Releases from the Commission to use in both internal and external information provided to ensure a consistent message is shared regarding these forthcoming changes in the hopes of reduce confusion and frustration of our customers.



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Should it be needed, RingSquared will gladly respond to further questions from or provide additional information to the Commission and its Staff.

Further communications regarding the subject should be sent to the following:

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