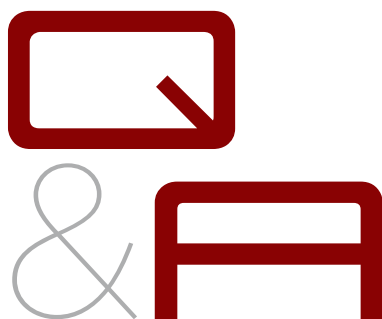


## A conversation with Richard Koch

The CEO of RNK Communications explains the new services wowing RNK customers



“However, a lot of people don’t give up their phone lines because everybody knows that number. If you cancel your home line, that number goes away – you have to say goodbye to it.”

### Q. What makes MyTempNumber service attractive to carriers?

MyTempNumber is attractive to carriers and people who use a temporary number. We are selling it mainly to newspapers and those who use classified advertising. The main thing we do as a carrier is try to capitalize on the fact that we are a regulated telephone company. We are an entity; we have phone numbers and we are able to get numbers. As a carrier, we have provided this temporary number that allows someone to use this number and manipulate it however they like on our website. As a carrier we get millions of numbers, and we are happy to capitalize on it – we make money on it. It is one of those niche things that one can do.

### Q. What other services does RNK offer?

Remember when you had a phone number when you were a little kid and you might have moved? You lost your number. Actually, someone took it from you. You didn’t lose it; you just couldn’t have it. With the 63 million people that move each year, and there are people who have two or three phone lines, it seems everybody is now going with cellular phones. However, a lot of people don’t give up their phone lines because everybody knows that number. If you cancel your home line, that number goes away – you have to say goodbye to it. What we have come up with is something called the NumberBank. It’s a phone number bank. As a carrier we can port your number over to us, and we’ll tell you that as long as we are around you will own that number. We will forward that number to another line, or have it go to voice mail if you want.

If you are moving anywhere in the country, let’s say you are moving from Los Angeles to New York, you can give

us your Los Angeles number, and we port that over, or you can give us your New York number if you are moving the other way. We will port your New York number over to us and then all you have to do is tell us where you would like it to go. If you get a new number in Chicago, and suppose you are in New York – a 212 number – and you don’t want to lose it, we port it over. Let’s say for example, you cancel your Verizon service, so you no longer have to pay Verizon for your phone bill. The number now is with RNK. And you and RNK make a deal – where do you want the number to go? Well you are going to move to Chicago and get a 312 number in Chicago and here it is. When any one that ever calls that 212 New York number I’ll make your Chicago phone ring. That way your numbers will stick with you.

### Q. Is the service useful for other reasons?

You can have your number when you are a little kid and keep it. So, when you move to college and get a dorm room, I’ll port your number there, or if you want it to go to your cell phone, I can do that. The average landline bill is \$51 a month, however, the thing that people want is not really the line, they want the number. People have two lines, or the kids have a line, then the kids go to college and parents cancel their line. Give us that number and we port it to the kids cell phone. If you want to use your cell phone but keep your line number, we will port that number to RNK and then to your cell phone, or to your office phone during the day. You can have it go to voice mail; you can put features on it such as blocking certain calls. You can put all the fun features on it you can have with telephones. The premise is that you really don’t have to lose your phone number.

Other phone companies won’t like this because a lot of people can keep their

phone number, which they normally have to pay to keep. We are making it so that you don’t have to keep your phone line anymore. You are paying \$51 a month or \$600 something a year, and you are just doing it so that your grandmother can remember your number. So, now your number will reside with RNK, because we are a certified carrier and we’ll hold onto for you. We will point it to wherever you want or have it go to voice mail. That way you can keep your number for as long as you want, and you don’t need to have two lines in your house anymore; you don’t even need to have a phone line in your house if you want to use your cell phone. It’s good for people that are moving, people who have summer homes, even people who have three or four cell phones. You don’t need them, because you have three or four lines that includes

your home number and your business number. Why pay the monthly bill of a cell phone company? Just port your number to us then all you need is one cell phone number, then we will show you on caller I.D. what number someone is calling so you know if it is a business call coming in or a personal call. That’s the newest cool thing we are doing.

### Q. Does RNK have any future plans for expansion?

We are doing Miami and we are doing the Pennsylvania and D.C., northern Virginia and southern Maryland areas. We will be in there in July. After that we are looking at Texas and California. We don’t expand until we have business there. One of the reasons we haven’t gone out of business is that we only really do things that make us money. ■

**FREE!**  
subscription!

Subscribe online at  
[www.intelecard.com](http://www.intelecard.com)

Stay on top of the latest prepaid products, technologies, techniques, strategies and statistics

**Intel-Card NEWS**

Magazine covers include:  
 - payments: Banks reaching Hispanics 10  
 - retail: Marketing myths 20  
 - special: Vegas Expo in pictures 23  
 - retail: Targeting Asian consumers 39  
 - wireless: After the spectrum auction 43  
 - What Happens Next? one 'big idea' is not enough - business model evolution is key (pg. 18)