Critical Information Summary

UK Virtual Mobile and Online SMS

Service Information

UK virtual mobile numbers look just like regular UK mobile numbers (starting with 07) but work entirely over the internet—no physical SIM or eSIM required. Calls are routed through our cloud-hosted VoIP PBX, following the call flow you configure. You can make and receive calls on any VoIP-compatible device (requires Hosted PBX or SIP Trunk service) using your internet connection or forward them to an external number.

Online SMS allows you to send and receive messages through an SMS-enabled phone number using an internet connection. Messages are sent using Webphone on your browser or desktop app.

Included features

UK virtual mobile

A full call routing feature set is included; IVR menus, call queues, ring groups and more. We constantly expand our feature set, view the complete feature list here. Customers have access to an online portal to configure their hosted PBX service call flow and check usage information.

Online SMS

- Forward incoming messages to email.
- Send and receive SMS using Webphone on your browser or desktop app.
- Users can choose and switch between multiple numbers for their sender ID if they have those numbers assigned.
- Personalize messages with emojis.
- Inbound SMS delivery to multiple users at once.

More features are on the way, including removing some current service limitations. Customers have access to an online portal to manage their SMS service and track usage information.

Requirements and limitations

- An active internet connection is required.
- Call quality is dependent on the quality and stability of your internet connection.
- VoIPcloud does not provide access to premium call or SMS services such as those used for SMS content delivery.
- Caller ID cannot be guaranteed to international destinations.
- The service doesn't include battery backup for NBN or customer equipment. This means that during a power outage you will not be able to make calls or use SMS services. Emergency calls and messages, won't be available.
- SMS and virtual mobile services are not available in trial mode.
- An SMS-enabled number is required to send and receive messages. To send SMS, you'll also need a User and Webphone license.
- The SMS-to-email service can be activated with just an SMS-enabled number.
- SMS-enabled phone numbers must be active on the VoIPcloud network. Custom caller IDs outside of the VoIPcloud network aren't permitted as sender IDs.
- Each SMS-enabled phone number can be linked to one User.
- Sending SMS with text-based or alphanumeric sender IDs is not supported by this service.
- SMS sender IDs may not be received for some destinations, including international, and may be replaced with a shared number.
- This SMS service is designed for standard person-to-person communication, and application-to-person message sending is not supported. Sending bulk or large-volume messages is not supported.
- Sending multimedia messaging services (MMS) is not supported by this service.
- Some third-party services (e.g. WhatsApp or OTP-based apps) may block or restrict virtual mobile numbers for various reasons. If this happens you will need to contact third-party company for resolution.

Pricing and Billing Information

All pricing is GBP and excludes VAT.

SMS plans	PAYG*^	Special*^
UK Virtual mobile number	£3.00 per month	£3.00 per month
SMS plan	£0 per user per month	£13.80 per user per month
Inbound SMS rates	£0	£0
Outbound SMS rates to UK numbers	£0.078 per standard SMS**	£0.069 per standard SMS**
Outbound SMS rates to International numbers	Varies per standard SMS**	Included value: 200 Standard SMS** Additional SMS: £0.069 per Standard SMS**
Outbound call rates, call diversions and call plan monthly fees	See Hosted PBX or SIP trunk call plans#	See Hosted PBX or SIP trunk call plans#

*All SMS plans and services are subject to our acceptable use policy.
#For details on call plan pricing, call diversions and outbound call rates see our Hosted PBX or SIP trunk call plans and their critical information summary documents.
**Standard SMS messages are limited to 160 characters. When using emojis, the limit is 70 characters, with each emoji generally counting as two characters. If your message exceeds these limits, it will be split into multiple SMS. The maximum length for any message is 480 characters. Standard SMS includes all major UK operators, excluding offshore destinations.
^All SMS plans are charged per user, per month. Any included SMS are not shared at the account level. For example, if a single user assigned to the SMS Special plan exceeds their 200 Standard SMS** allowance, the applicable excess usage rates for that plan will apply. Excess usage is charged at the rates of the individual user's assigned SMS plan.

Partner integrations

You can connect your SMS-enabled number with one of our integration partners (touchSMS, edgility) to unlock a suite of additional SMS capabilities and features, including bulk SMS messaging. See their websites for more information.

Advanced features

Fax-to-email is £4.16 per fax-to-email PBX object per month. Integrations (CRM, API, Webhooks, Zapier) are £2.25 per user per month. All integration features are activated with one subscription for the entire account, with pricing calculated automatically based on user count. Call recording storage plans can be selected for your call recordings, with subscriptions paid monthly or pay-as-you-go.

Additional pricing information

Minimum term is one month and no early termination fees. If included call, SMS, or call recording storage value is fully used within a calendar month, excess usage charges will apply. Any unused value does not roll over to the next month. You'll need an SMS-enabled phone number. There's a £12 activation fee for each UK virtual mobile number and porting fees are included on number porting forms. You can find details about monthly and activation fees for other SMS-enabled numbers in the customer portal. Go to the services tab, then the phone numbers section, you will find prices under the order new numbers tab. Information about porting fees and rejection fees is available in the services tab, under the number porting section. Use the new porting button to view prices. If a number is removed or cancelled from your account, reactivation may incur a fee. Contact support to request reactivation, and they'll confirm any charges before proceeding.

International destinations

International rates are subject to change without notice. Calls are billed in 60-second increments. You can check the latest call rates and any free destinations for each call plan in the customer portal under billing > rates search. To protect against fraud, we block certain high-risk international destinations. If you need access to a blocked destination, please contact our support team.

International SMS destinations

International outbound SMS rates can be found under the rates search section inside the customer portal. International outbound SMS rates are subject to change without notice and are charged per outbound SMS.

Billing information

Services are supplied on a prepaid basis by default. New monthly subscription services are charged to your account pro-rata, from the service activation date to the end of that month. Any included value for services is also applied to your account proportionally for the same period. After this, your monthly subscription is charged at the start of each month. Calls and SMS charges that are not part of the included value are charged to the account balance after the message is sent or the call has ended, making it possible for the account balance to go negative or below the assigned credit limit. Services unsubscribed during a billing period are non-refundable. We recommend setting up automatic payments via our customer portal. Pre-paid billing requires you to maintain a positive account balance at all times, the service will be restricted automatically if you fail to maintain a positive account balance. Post-paid billing is available upon request and at VoIPcloud's discretion. For post-paid billing, invoices are issued at the start of each month with 14-day payment terms. A security deposit is required to set a credit limit, and VoIPcloud may ask for an additional deposit if you need a higher credit limit. Non-payment and service suspension charges apply to post-paid billing accounts only. If your bill is overdue for over 7 days your account will be charged a £8.33 late payment fee. If your bill is overdue for over 30 days your account will be suspended and if your account is restored a £25 suspension fee upon restoration.

Customer Service Information

Our team can help you with technical support, account or sales questions. Give us a call at +44 20 3411 1310, or email us at support@uk.voipcloud.online. Support hours are listed on our website.

Complaints

If you are unhappy with your service, you can follow our dispute resolution process here.

Ofcom ombudsman services

We encourage you to always contact us first, we will do our best to resolve this on the first contact. If you wish to contact Ofcom Ombudsman Services you reach them by phone at 0300 123 3333 or online here.

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