

Business owners ditching landlines for 'game-changing' service much cheaper than BT

Landlines are passe in most people's homes nowadays and yet many businesses cling on to the expense at work. Meanwhile, small businesses that want the legitimacy of a local number to reassure customers are put off by the premium price tag for such outdated tech, especially when suddenly there's an additional expense to make sure the phone is answered every time it rings.

Telecoms disrupter [Air Landline](#) has burst onto the market with a £9.99 solution that is a great option for both, meaning firms of all sizes can get a professional-grade business landline number direct to multiple mobile devices. It offers 100% UK coverage, allowing small businesses across the country to set up a local number for any UK town or city within just 2 minutes.

[The brand](#), which has caused a stir online with a series of quirky social media ads, has won fans in all kinds of UK businesses for its ground-breaking service and has a current TrustPilot rating of Excellent and a score of 4.9 out of 5 based on 513 reviews.

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Customers praise it for its ['game-changing' service](#), making their businesses more efficient and professional as well as helping them regain an all-important work-life balance by allowing them to easily separate work and personal calls from

the same mobile phone.

One happy customer said: “Having found [Air Landline](#) to use for our small not-for-profit has been a total game changer. It’s a great and essential service that’s helped us be far more streamlined, effective and professional.”

Another added: “As our small business has grown, we were looking for a phone solution which would mean our business number was not also my husband’s personal mobile number – a classic small business problem! We signed up for a free trial, and [Air Landline](#) has not disappointed. It does everything our small business needs it to do: we can see which calls are business and which are personal, divert calls to other members of our team, set up custom call routes, opening hours, greetings and voicemail, and our number can be used with Business WhatsApp.

“[Air Landline](#) was the only company we found that could do everything we wanted, and the fact it was the cheapest option too was perfect.”

A third reviewer said [switching to them](#) was the best thing she’d done, adding: “Honestly cannot recommend Air Landline enough! We were with BT who were charging us at least £100 a month to divert calls for our business. When we discussed moving to a business tariff they told us there was no way to keep our number. We didn’t want to change our number as it’s on all our adverts and business cards. Air Landline let us keep our number with no additional charges for the calls meaning our phone bill is about 10 times cheaper. Had no issues with switching the number over and communication has been great.”

Another small business owner praised [the system](#) for helping regain work-life balance, saying: “AirLandline has really helped me organise my work calls. It’s let me take back my evenings, weekends and holidays. Another bonus is I never miss

a call. I work out in the countryside and often have no signal, I used to miss so many calls and not even know. Now AirLandline pays for itself many times each month just by not missing those new enquiries from customers.”

Out of 513 positive reviews, just five of [Air Landline](#)’s customer responses on Trustpilot are three star or less – and one of those was someone who didn’t like the brand’s eye-catching adverts.

However, one three-star reviewer said: “The concept and setup were great, but there were a few issues with communication via email. Apart from that, we have had a great service.”

VOIP services like [AirLandline](#) are increasingly popular as customers turn away from traditional – and often more expensive – phone line providers although [brands like Sky](#) have hit back by offering half-price offers for the first six months of a new contract.

[Air Landline](#) is available for just £9.99 per month (+VAT), starting with a free trial, a 30-day money-back guarantee and no contract.

No physical landlines are required for the service at all, with calls to the virtual landline seamlessly redirected. Every Air Landline number also comes with a suite of features including welcome messages, hold music, business voicemail, and call recording.