



LiveLines UK Ltd

Independent Chat Line Operator Platform User Guide

Welcome

Welcome to LiveLines UK.

We're delighted you've chosen to join our network of independent Chat Line Operators.

Our Platform connects callers from around the world with friendly, engaging Operators who enjoy conversation and creating a fun, entertaining experience.

As an independent self-employed Operator, you decide when you make yourself available, where you work from and how you conduct your conversations, whilst using our Platform in accordance with your Operator Agreement and this Operator Platform User Guide.

This guide explains everything you need to know before taking your first call.

Quick Start Checklist

Before taking your first customer, please make sure you have:

- ✓ Signed your Independent Self-Employed Operator Agreement.
- ✓ Completed Account Activation.
- ✓ Had your photo ID verified.
- ✓ Recorded your introduction messages.
- ✓ Added your payment details.
- ✓ Received confirmation that your account is active.

Once you've completed the above, you're now ready to start receiving callers.

LiveLines UK Ltd | www.livelinesukjobs.co.uk

Victory House, 400 Pavilion Drive, Northampton Business Park, Northampton, England, NN4 7PA.

Company Registration Number: 04145064 | Guide Version: 1.0

About LiveLines UK

LiveLines UK is one of the UK's busiest telephone entertainment platforms.

Calls are available 24 hours a day, seven days a week, giving you the flexibility to make yourself available whenever it suits you.

Many Operators build a loyal customer base over time simply by providing enjoyable conversations and a welcoming experience for callers.

Whether you log on occasionally or regularly, our Platform lets you connect with callers across the UK and internationally.

Your Independent Business

As an independent self-employed Operator:

- ✓ You decide when you make yourself available.
- ✓ You decide where you work.
- ✓ You provide your own equipment.
- ✓ You may work for other businesses, including competitors.
- ✓ You are responsible for your own Income Tax and National Insurance.
- ✓ Your revenue share depends upon customer demand and Platform usage.

LiveLines UK Ltd does not guarantee any minimum amount of work or revenue share.

Getting Started

Before accessing the Platform, you'll complete our Platform Account Activation process.

This includes:

- Identity verification.

- Reading this Operator Platform User Guide.
- Recording your introduction messages.
- Understanding the Platform Policies & Service Standards.
- Setting up your payment details.

Once complete, your account will be activated, and you'll be ready to receive callers.

Logging On

Logging on is simple.

1. Dial the Log On number. The number is given to you during Account Activation.
2. Enter your PIN and PASS.
3. Select Log On.
4. End the call.

You are now available to receive customers.

When you wish to stop receiving customers, simply log off using the same process.

Online Portal

You can also log on and off using our Online Portal.

We'll provide your online login details once your account activation is complete.

Receiving Callers

Once you're logged on, you're ready to receive callers. Calls can arrive at any time while you're logged on, so it's important to make sure you're ready before making yourself available.

Every caller is looking for something slightly different. Some simply want a friendly conversation, while others are looking for a fun fantasy experience.

The most successful Operators don't rush the conversation; they build rapport, listen carefully and allow the conversation to develop naturally.

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Many callers become regulars because they enjoy talking to someone who is friendly, confident and engaging.

Answering Customers

When your phone rings:

1. Answer the call promptly.
2. Enter your PIN when requested.
3. The Platform will identify the call as one of the group numbers, so you know which group the caller used to connect to you.
4. You'll then be connected directly with your customer.

From that point, your conversation begins.

Creating Your Chat Character

One of the easiest ways to build confidence is to create a consistent chat character.

Your character can have:

- A first name
- A personality
- Hobbies and interests
- A favourite type of music
- Favourite foods
- A job
- A relationship status
- A lifestyle

Having a consistent character makes conversations feel natural and helps you remember details when regular callers return to speak with you.

Many successful Operators keep a few notes about their character nearby whilst taking calls.

Building Great Conversations

Good conversations rarely happen by accident.

Customers enjoy speaking with Operators who show genuine interest and keep the conversation flowing.

Some easy conversation starters include:

- Holidays
- Music
- Films and television
- Hobbies
- Sport
- Food
- Travel
- Current events
- Funny stories

The more relaxed and natural the conversation feels, the more enjoyable the experience is for the caller.

Building Regular Callers

Many Operators find that repeat callers become an important part of their customer base.

Regular callers often return because they enjoy the experience you've created.

Simple ways to encourage repeat callers include:

- ✓ Being welcoming.

✓ Remembering previous conversations.

✓ Keeping your character consistent.

✓ Taking time to listen.

✓ Creating an enjoyable experience.

A positive customer experience naturally encourages callers to return.

Regular Availability Windows

To maximise your independent revenue, many Operators choose to publish a **Regular Availability Window** (or “blocks”) each week. This is simply a commercial tool to let returning customers know when they are most likely to find your business online, helping you build a loyal customer base and allowing the platform to display your next expected availability to regular callers.

To assist in managing platform traffic, you can select from commonly utilised availability profiles, including:

Overnight

- 12:00 am – 6:00 am (any night)
- 11:00 pm – 5:00 am (any night)
- 10:00 pm – 4:00 am (any night)
- 9:00 pm – 1:00 am (two evenings each week)
- 10:00 pm – 2:00 am (two evenings each week)

Morning & Weekend

- 6:00 am – 12:00 pm (any morning)
- 10:00 am – 4:00 pm (Saturday or Sunday)

You have absolute discretion to determine your own pattern, choose whichever window best suits your business, or operate entirely outside of these suggested blocks.

Your published availability is strictly for customer navigation purposes. It does not guarantee customer volume, nor does it create any mutuality of obligation for either you or LiveLines UK Ltd to provide or accept work.

You are free to alter, adjust, or withdraw your availability status at any time by updating your preferences or notifying the administration team so that your profile can be adjusted accordingly for customer visibility.

High Demand Periods

Customer demand naturally varies throughout the day and week.

Based on historical Platform activity, some periods consistently receive a higher number of customer enquiries than others. These are referred to as **High Demand Periods**.

Operators who choose to make themselves available during High Demand Periods often have more opportunities to answer calls and build repeat customers.

From time to time, LiveLines UK Ltd may operate voluntary Commercial Revenue Share Programs that recognise Operators who choose to make themselves available during published High Demand Periods.

Participation in any Commercial Revenue Share Program is entirely voluntary.

Current High Demand Periods may change as customer demand changes, and updated high-demand periods are published transparently via the Operator Portal or can be requested from the Administration Team.

Understanding the Call Groups

The Platform offers several different call categories.

When a call connects, you'll be told which group the caller is using.

Each group has slightly different expectations.

Group 1 – Friendly Chat

This group is for friendly, non-adult conversations.

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Think of it as a relaxed conversation with someone you've just met.

Topics might include:

- Hobbies
- Holidays
- Food
- Television
- Music
- Family life
- General interests

Keep the conversation warm, friendly and engaging.

Group 3 – Australian Friendly Chat

This group follows the same approach as Group 1.

The callers are based in Australia, so remember they may be in a different time zone.

Keep conversations friendly and not of an adult nature.

Group 4 – Adult Chat

Adult conversations are permitted within legal boundaries.

Although callers may expect adult conversation, many successful Operators find that allowing the conversation to develop naturally often creates a more enjoyable experience.

Always remain within the Platform Rules.

Group 5 – Domination & Kink

This group focuses on fantasy conversations involving domination, submission and related legal fetishes.

Every caller is different.

Listen carefully and allow the caller to guide the conversation in line with the Platform Rules.

Group 9 – Mature Ladies

Customers using this group generally enjoy speaking with mature female characters.

Many Operators simply adapt the same character they use elsewhere by presenting them as a more mature version.

As with every group, consistency helps create a more enjoyable customer experience.

Your Introduction Messages

Customers hear your introduction message before deciding whether to connect with you.

A warm, friendly introduction can significantly increase customer connections.

Each introduction should normally include:

- Your character's name.
- A little about your personality.
- Your interests.
- A brief description of your style.
- An invitation to come and chat with you.

Keep each message natural and welcoming.

Imagine you're inviting someone to begin an enjoyable conversation.

Our Support Team will review your messages before activating your account to ensure they meet the Platform requirements. Please ensure that each message is between 50-60 seconds long.

Platform Rules & Customer Protection

Our Platform is built on trust.

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Every caller expects a safe, respectful and enjoyable experience, and every Operator plays an important part in creating that environment.

The following Platform Rules help us protect our callers, our Operators and the reputation of LiveLines UK.

Looking After Callers

Every caller is different.

Some want a light-hearted conversation.

Some enjoy role play or fantasy.

Others simply want someone friendly to talk to.

Whatever the reason for their call, we ask every Operator to:

- ✓ Be friendly and respectful.
 - ✓ Listen carefully.
 - ✓ Keep conversations professional.
 - ✓ Respect personal boundaries.
 - ✓ Follow the Platform Rules.
-

Personal Contact Details

For your safety and the caller's privacy, please do not:

- ✗ Share your personal phone number.
- ✗ Share your email address.
- ✗ Share social media accounts.
- ✗ Arrange to meet callers.
- ✗ Contact callers outside the Platform.

✗ Accept payments directly from callers.

Likewise, you should not ask callers for their personal contact details.

All conversations should remain on the Platform.

Call Content

Different call groups allow different styles of conversation.

However, every conversation must remain:

✓ Legal.

✓ Respectful.

✓ Within the Platform Rules.

If you're ever unsure whether a topic is appropriate, it's always better to avoid it and contact the Support Team for guidance.

Topics That Are Not Allowed

The following topics must never be discussed:

- Under-18s or anyone who appears to be under 18.
- Incest.
- Bestiality.
- Rape or sexual violence.
- Terrorism.
- Illegal drug use.
- Criminal activity.
- Any illegal sexual content.

Please end the conversation if a customer:

- Encourages illegal activity.

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- Admits to using a stolen phone.
- Requests prohibited advice.
- Becomes abusive or threatening.
- Continues asking about prohibited subjects after you've explained the restrictions.

If you're unsure how to handle a situation, contact the Support Team.

If any of these topics arise during a conversation, politely end the call immediately.

Customers Under 18

Our services are strictly for adults.

If you believe a caller may be under 18 years old:

- Ask for their date of birth.
- If you're still unsure, end the call immediately.

Protecting young people is a legal requirement and one of our highest priorities.

Silent Callers

Occasionally, a caller may remain silent.

Try encouraging them to speak for around 30 seconds.

If they continue to remain silent, simply end the conversation.

Confidentiality

Please treat every conversation as private.

Do not:

- Record customer details.
- Save customer information.

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- Share customer information.
- Take screenshots or photographs of conversations.

All customer information should remain confidential.

Call Quality & Platform Standards

Customers expect a professional experience every time they call.

Before logging on, please make sure:

- ✓ Your phone or internet connection is reliable.
- ✓ You are ready to receive customers.
- ✓ Your equipment is working correctly.
- ✓ You are in a quiet environment.

If technical issues prevent you from providing a reliable service, simply log off until the issue has been resolved.

To protect callers and maintain the quality of the Platform, LiveLines UK Ltd may temporarily suspend Platform access where there are significant technical issues, repeated missed customer calls, regulatory concerns or other issues that materially affect the operation of the Platform.

Looking After Vulnerable Customers

Occasionally, you may speak to someone who is extremely distressed.

If a customer:

- Mentions self-harm.
- Appears suicidal.
- Says they are in immediate danger.

Please encourage them to contact the appropriate emergency or support services immediately.

You should never attempt to replace professional emergency or medical support. Please contact the Support team to report a call of this nature.

Account Security

Your login details are for your use only.

Please:

- Keep your PIN and PASS secure.
 - Do not share your login details with anyone else.
 - Let us know immediately if you believe your account has been accessed without your permission.
-

If Something Doesn't Feel Right

Occasionally, you may receive a call that makes you uncomfortable or raises a concern.

If this happens:

- End the call if appropriate.
- Make a note of what happened.
- Contact the Support Team as soon as possible.

We're here to help whenever you need us.

Remember

These Platform Rules exist to:

- ✓ Protect callers.
- ✓ Protect Operators.
- ✓ Protect the Platform.

✓ Help us comply with legal and regulatory requirements.

Following them helps create a safe and enjoyable experience for everyone.

If You Need Help

You're never expected to deal with difficult situations alone.

If you're unsure about:

- A customer.
- A regulatory issue.
- A safeguarding concern.
- A technical problem.

Please contact our Support Team support@livelinesuk.com before continuing.

Payments & Commercial Revenue Share

As an independent self-employed Operator, your revenue share payments are based on the time you spend connected with callers through the Platform.

The more time you choose to make yourself available, the more opportunities you may have to receive calls.

Your revenue share payments will vary depending on customer demand and the amount of caller activity on the Platform.

There are no guaranteed revenue share payments, but many Operators build a loyal caller base over time by providing enjoyable conversations and making themselves available regularly, which increases their revenue share payments.

When You'll Be Paid

Revenue statements are normally available every two weeks through your online Revenue Portal.

Revenue Payments are then made using your chosen payment method.

Your Revenue Portal allows you to view:

- Revenue Share statements
 - Call activity
 - Log-on history
 - Revenue Share earned
-

How Revenue Is Calculated

Revenue Share is calculated using the amount of time you spend connected with callers.

For telephone conversations, the first minute of each call is not included in the revenue calculation.

Revenue is then calculated using the applicable Revenue Share shown below.

Revenue is paid every 2 weeks on a Friday.

The Enhanced Revenue Share tiers listed below are purely commercial incentives designed to reward high platform traffic volume and customer satisfaction. Operators voluntarily qualify for the Enhanced tier by meeting objective, non-time-controlled performance metrics during a fortnight billing cycle, including: (a) maintaining an average user call hold-time exceeding a specific commercial threshold as agreed, or (b) electing to make their services available on the platform during designated high-demand peak traffic windows.

Revenue Share

Adult Chat Calls

UK Landline

- Standard: 14p per minute
- Enhanced: 17p per minute

UK Mobile

- Standard: 13p per minute

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- Enhanced: 16p per minute

Party Chat Calls

- 11p per minute

Please note that Party Chat calls represent only a small proportion of overall caller activity.

Most calls received through the Platform are standard Chat calls.

- UK Landline means Operators receiving calls on their Landline from any country (listed) and operator in the US using their cell phone numbers.
- UK Mobile means Operators receiving calls on their UK Mobile.
- Please note that your revenue statement will show your revenue in British Pounds (GBP). Your call times and log-on hours will also be shown in British time, GMT.

Commercial Revenue Share Opportunities

From time to time, LiveLines UK Ltd may offer enhanced Revenue Share opportunities.

These programs are designed to reward Operators who contribute to the continued success of the Platform.

Eligibility may take into account a range of commercial factors, including:

- Customer engagement
- Caller satisfaction
- Complaint history
- Participation during periods of higher customer demand
- Overall commercial contribution to the Platform
- Compliance with the Operator Agreement and this Operator Platform User Guide

Participation in any enhanced Revenue Share programs is entirely voluntary.

The availability and terms of these programs may change from time to time.

Revenue Statements

Revenue Share statements are normally uploaded before each payment date.

You can view your statements online at any time using the Revenue Portal.

You can view and download your revenue statements through your online revenue portal:

 <http://llops.livelinesuk.co.uk>

Login details will be provided during your account activation.

The revenue share cycle week runs from Monday to Sunday midnight GMT.

Your Tax Responsibilities

As an independent self-employed Operator, you are responsible for your own:

- Income Tax
- National Insurance Contributions
- VAT (if applicable)

LiveLines UK Ltd does not deduct tax or National Insurance from your payments.

If you're unsure about your tax obligations, we recommend speaking with an accountant or tax adviser.

Questions About Payments?

If you have any questions about:

- Revenue statements
- Payments
- Revenue calculations
- Payment methods
- Revenue Share

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Please contact support@livelinesuk.com, and we'll be happy to help.

Support Team

Although you're an independent Operator, you're never on your own when using the Platform. Our Support Team is here to help you get the most from the Platform.

Whether you've just completed Account Activation or have been using the Platform for years, we're always happy to answer questions and provide guidance about using our services. Our support team is always available. Please email them at support@livelinesuk.com.

If you're ever unsure about something, please contact us before continuing.

Contacting the Support Team

Email: support@livelinesuk.com

UK Office: 01604 824290

UK Support System Team: 0343 290 8899

USA: 646 513 2916

Australia: 03 9961 0198

Canada: 613 699 9263

Office opening hours are 9am-5pm, Monday-Friday GMT.

Useful Links

Revenue Portal

View your revenue statements, activity and payment information:

<https://llops.livelinesuk.co.uk>

LiveLines Jobs

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<https://www.livelinesukjobs.co.uk/>

Apply Online

<https://www.livelinesukjobs.co.uk/apply>

To contact us, please email support@livelinesuk.com

Revisions and changes to this pack and contract may be made at our discretion; full updates are available at <https://www.livelinesukjobs.co.uk/apply>

Thank You

Thank you for choosing to join LiveLines UK.

Every day, our independent Chat Line Operators provide enjoyable conversations to callers from across the UK and around the world.

We're proud to provide the Platform that allows independent Operators to build their own caller base while working flexibly from home.

We wish you every success and look forward to supporting you.

The LiveLines UK Support Team

Quick Reference Checklist

Before logging on each day, remember:

- ✓ Your equipment is working correctly.
- ✓ Your phone or internet connection is reliable.
- ✓ You're in a quiet environment.
- ✓ Your introduction messages are up to date.
- ✓ Your payment details are correct.
- ✓ You're ready to provide callers with a friendly, enjoyable and professional experience.

That's it, you're ready to receive callers.

