

### **Nuisance Calls are Surging due to Hard Times and Back Street Call Centres**

Nuisance calls are expected to escalate as more call centres are being set up across the country. It has emerged that there has been an influx of back street call centres refusing to abide by the guidelines.

It has become easier for laymen to set up call centres with the profit outweighing the initial cost of setting such a company up. Through difficult times such as the recession there was a stark rise in calls from loan and debt management companies, the Call Prevention Registry reported a total of 230,137 calls as the nation reached the height of the crisis.

As we enter into a recovery, consumers should expect to see a similar occurrence with companies playing on the public's false sense of security. Financial companies of all shapes and sizes are able to seek a gap in the market and exploit it to its full potential.

Manchester's unemployed rates is one of the highest at 5.4% with the UK average at 3.8% as of June this year. Marketers can see opportunities like this to play on region's financial difficulties and so they can easily target an area for debt management cold calls. On the other hand, marketers are known to target affluent regions like Manchester because it remains amongst the top ten largest cities in the UK.

The focus has also shifted to the 18-34 age groups who are considered to be less cautious towards their privacy and financial matters. Taking into consideration Manchester rating of the most fashionable student location in Britain by The Complete University Guide, together with its host of youthful and vibrant habitants, the region should remain vigilant to high pressured sales tactics as they are the prime targets for scams and marketing ploys.

Manchester is subjected to a massive amount of nuisance calls, with just over 1.25 million calls directed to the region last year.

It is also understood that call centers are using auto-dialers and robo-calls which are actually illegal in many states of America. This means that more people are being harassed at a persistent rate. Consumers are unable to talk to callers to tell them to not to call again and the sales rapport is failing to relate to the customers at a sympathetic level.

Silent calls can also be very intimidating for the elderly and vulnerable. Although legislation stipulates that any call made without an agent must now relay a message with the company's information within the first few seconds of the call.

The Call Prevention Registry is a service that can indeed aid many instances of nuisance calls. Firstly, the company maintains contact with call centers and data companies around the world. This allows the service to comprehend the precautions that need to be taken to combat persistent nuisance calls.

The Call Prevention Registry offers their do-not-call list free of charge to data houses which results in a fully compliant service due to their competitors charging hefty prices for their lists.

Kathryn Powell of the Call Prevention Registry says "Since the service was founded five years ago, we have seen a year on year increase in the amount of nuisance calls to householders, together with an increase in their customer base which means that the problem is indeed worsening."

Customers of the Call Prevention Registry are rating the service as the fifth most trusted emergency service that they turn to after the police, the ambulance, the fire brigade and road side assistance. There's always someone to speak to and many are taking advantage of this fact, calling for advice on bizarre claims that some companies are making. Elderly customers in particular are simply calling for someone to talk to during frightening and vulnerable times, which our advisors are always happy to help with.

Customers can relax knowing that three telephone lines are protected, whether it's at work, home or even your mobile, you can rest assured that you'd be covered wherever you are. For £39.75, the Call Prevention Registry is available for its customers throughout the year, ready to handle any complaints and to offer helpful advice with ease.

Those who are experiencing a surge of nuisance calls should consider registering their details with Call Prevention Registry by calling freephone 0800 652 7780 or by visiting [www.callpreventionregistry.com](http://www.callpreventionregistry.com).

**ENDS**

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