

BRITAIN'S HOME'S PLAGUED BY OVERSEAS CALLERS

24th September 2009 – Almost one-third of all nuisance and sales calls made to British households each year originate from call centres based overseas, according to a recent survey. The Call Prevention Registry has revealed that 31% of the 1.5 billion unwanted calls made to the UK originate from foreign-based companies targeting British households to sell their products and services.

Unwanted sales and nuisance calls have been at the forefront of consumer consciousness for a number of years, with many of us being on the receiving end of a sale's call by someone trying to sell us a new kitchen or mobile phone package, for example, which promises to save us money and then some. While these have traditionally been the biggest bug bear for British phone owners, they pale into insignificance when compared to calls received from overseas companies.

According to the survey by the Call Prevention Registry, the UK's leading anti-nuisance calls service provider, more than 465 million unwanted sales calls are made to UK consumers every year. And the problem seems to be getting worse.

"With so many UK companies increasingly outsourcing elements of their business overseas notably to India, it comes as no surprise that the majority of nuisance calls received by British consumers should come from different countries," says Paul MacKenzie-Cummins, head of public relations for the Call Prevention Registry.

"The UK continues to be a prime target market for many companies both in the UK and elsewhere. And as the trend for outsourcing continues to rise we anticipate that the volume of foreign-based calls will also rise for the foreseeable future," he adds.

Call Prevention Registry has the highest success rate in blocking nuisance and unwanted sales calls than any other service provider in the UK and is the only organisation that can block calls from sales companies based overseas as well as the UK.

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