

SCOTTISH CONSUMERS BOMBARDED BY ¼ BILLION NUISANCE CALLS EACH YEAR

29th September 2009 – Over a quarter billion unwanted telemarketing and nuisance calls are made to Scottish households each year, according to the Call Prevention Registry – the UK's leading anti-nuisance calls service provider.

In a recent survey the Call Prevention Registry found that of the 252 million (¼ billion) sales and nuisance telephone calls made to consumers 31% are made by foreign-based companies targeting Scottish households to sell their products and services.

Loan and debt management companies are responsible for an estimated 78.1m calls followed by over 70m pre-recorded sales messages informing customers that they have won a competition – providing the consumer pays a 'small deposit' to 'secure' their prize.

Throughout the whole of the UK, over 3 billion unwanted telemarketing and nuisance calls are made to phone owners each year. And the problem is expected to get worse.

Despite regulation from Ofcom and the introduction of the Telephone Preference Service in 2005 the problem of nuisance calls has continued to cause significant concern for UK consumers, primarily as a consequence of the regulator's lack of resources to follow-up individual complaints and their lack of jurisdiction over calls made from overseas telemarketing organisations.

"As the only service provider with the capacity to block unwanted sales calls made by overseas operators to the UK, we have seen a sharp rise in the number of new customers coming to us to put a stop to these sales and nuisance calls," says Paul MacKenzie-Cummins, head of public relations for the Call Prevention Registry.

"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,"

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.

"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.

(*Source: Telephone Preference Service/Brookmead Consultancy *Report on Unwanted Calls*, 2009)

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