

## **IRISH CONSUMERS PRIME TARGET FOR OVERSEAS SALES CALLERS**

**29<sup>th</sup> September 2009** – The number of unsolicited sales calls made by foreign-based companies to Irish consumers is on the increase yet existing legislation is powerless at preventing them, according to new research conducted by the Call Prevention Registry, the leading anti-nuisance calls service provider.

Although the introduction of the National Directory Database's (NDD) opt-in scheme has proven to be very successful at reducing the number of nuisance and unwanted sales calls made to Irish phone owners every year, the NDD has no jurisdiction over controlling unsolicited telephone calls made by overseas sales organisations.

And it's the same situation in the UK - a market where 31% of the 3 billion unwanted sales and nuisance calls made each year are from overseas. There, the Telephone Preference Service (TPS) - the UK-equivalent of the NDD - is facing the same problem and is frustrated by its own limited control in combating the increasing level of sales calls made by the growing number of foreign-based organisations. That's where the Call Prevention Registry steps in.

Unwanted sales and nuisance calls have been at the forefront of consumer consciousness for a number of years in the UK and where the Telephone Preference Service has failed the Call Prevention Registry has succeeded.

Indeed, the 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, with a 95% success rate compared to 54% for the TPS. Now it seems that these overseas operators have turned their attention to consumers in Ireland.

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

"The Republic of Ireland is increasingly becoming a prime target market for many companies both at home and abroad. 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.

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