news release

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VODAFONE CUSTOMERS PROTECTED FROM 100 MILLION NUISANCE CALLS

Vodafone UK has blocked more than 100 million nuisance calls in the six months since it introduced new barring technology across its mobile network, it announced today.

The technology, pioneered by Vodafone, blocks bulk nuisance, scam and fraudulent calls from entering its network before they reach its customers. Customers do not need to do anything and will be unaware a call has been blocked since the system works discreetly.

The majority of calls blocked relate to false PPI offers and accident claims, missed call scams, or expensive numbers to ring for bogus offers and prizes. While customers may still receive some unwanted calls, Vodafone is committed to preventing the majority of scam calls from terminating on its network.

Glafkos Persianis, Commercial Director at Vodafone UK, said: "Our focus is on liberating our customers from the stress of unwanted or fraudulent calls. This system and the vigilance of the expert team, which runs it, is a great example of that ethos in action. We have also shared our intelligence with industry bodies and the regulator in a bid to create a united front against the sophisticated criminal gangs behind the scams."

Nuisance or scam calls are typically generated from dialer machines capable of making thousands of simultaneous call attempts per second to vast quantities of mobile numbers across the industry. Vodafone prevents up to two million automated calls from getting through to customers on a daily basis and has blocked nearly 65,000 individual telephone numbers from which the nuisance calls originate.

In addition to blocking fraudulent calls, Vodafone UK runs a nuisance call bureau to work with customers to prevent unwanted or threatening calls.

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The company is also a member of the Internet Watch Foundation (IWF), which closes down illegal web sites, and was the first telecommunications company to receive the Telephone Preference Service (TPS) Assured accreditation from the DMA for adhering to telemarketing best practice.

Rachel Aldighieri, MD at the DMA, added: "The rogue companies that serially make these types of nuisance and scam calls are the bane of consumers' lives, and we applaud Vodafone's proactive efforts to protect its customers. By achieving TPS Assured accreditation last year, Vodafone also demonstrates its commitment to its customers by reaching for the highest possible standards in its own telemarketing."

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