



Welcome for the inclusion of trueCall technology in the BT8500 phone

The **fair telecoms campaign** welcomes the inclusion of “trueCall” technology in the BT8500 phone, which is formally launched today.

This is a major breakthrough for those who wish to act to protect themselves against nuisance calls, by managing their incoming telephone calls.

Other approaches to “call blocking” fail to be effective in blocking nuisance calls, block wanted calls, or require extensive effort (or guesswork) to ensure that only wanted calls get through.

The trueCall approach

This requires all unidentified callers to say who they are before their call is connected. Their “whisper” of their name is then offered to be heard, before the call is connected or rejected.

- Because very few personal nuisance callers respond to the request to identify themselves, their calls never cause the phone to ring.
- “Silent Calls” and calls from automated systems do not get through at all, because they never pass the test of the caller saying who they are in response to a recorded message.

The numbers of friends, family and other welcome callers can be added to the “white list” of numbers that are always connected immediately, either in advance or by pressing a single key when they call. The catch is that BT now charges for the facility on which this feature depends!

This policy must be reversed.

Options for consumers

These trueCall features are all included in the BT 8500 phone, which could be a choice for those who are looking for a new home phone system. The full **trueCall**, which may be connected to any system, offers many other features for more refined management of incoming calls, along with a special “trueCall Care” product for those needing extra help in dealing with telephone calls.

The **fair telecoms campaign** recognises this technology as being distinct, whilst sitting in a market alongside products (e.g. the BT6500) which require users to sacrifice some wanted calls for the sake of a sledgehammer approach to call blocking. We have zero tolerance of nuisance, but do not want to see people being isolated from the world, due to fear of nuisance calls.

Now that this technology has been incorporated into a physical product from a leading operator, we look forward to one or more operators applying the technology as a network service.

Illegal nuisance calls

Call blocking is a purely discretionary service, allowing each person to decide which calls they wish to receive and answer - on whatever basis they may choose.

Call blockers have become an important point of interest only because the various regulations prohibiting the making of nuisance calls have not achieved compliance and not been enforced.

The so-called [government Action Plan](#) does not even begin to address the problem seriously. Ofcom’s policy even formally tolerates the making of some Silent Calls - **this is a total disgrace.**

**We will continue to campaign, and propose effective approaches,
to achieve compliance and for enforcement of the existing law in this area.**

