

trueCallTM
STOPS NUISANCE CALLS

Amit Kumar

About nuisance calls



Remember the golden age of the phone?



'Maybe it's a date for sister Sue.

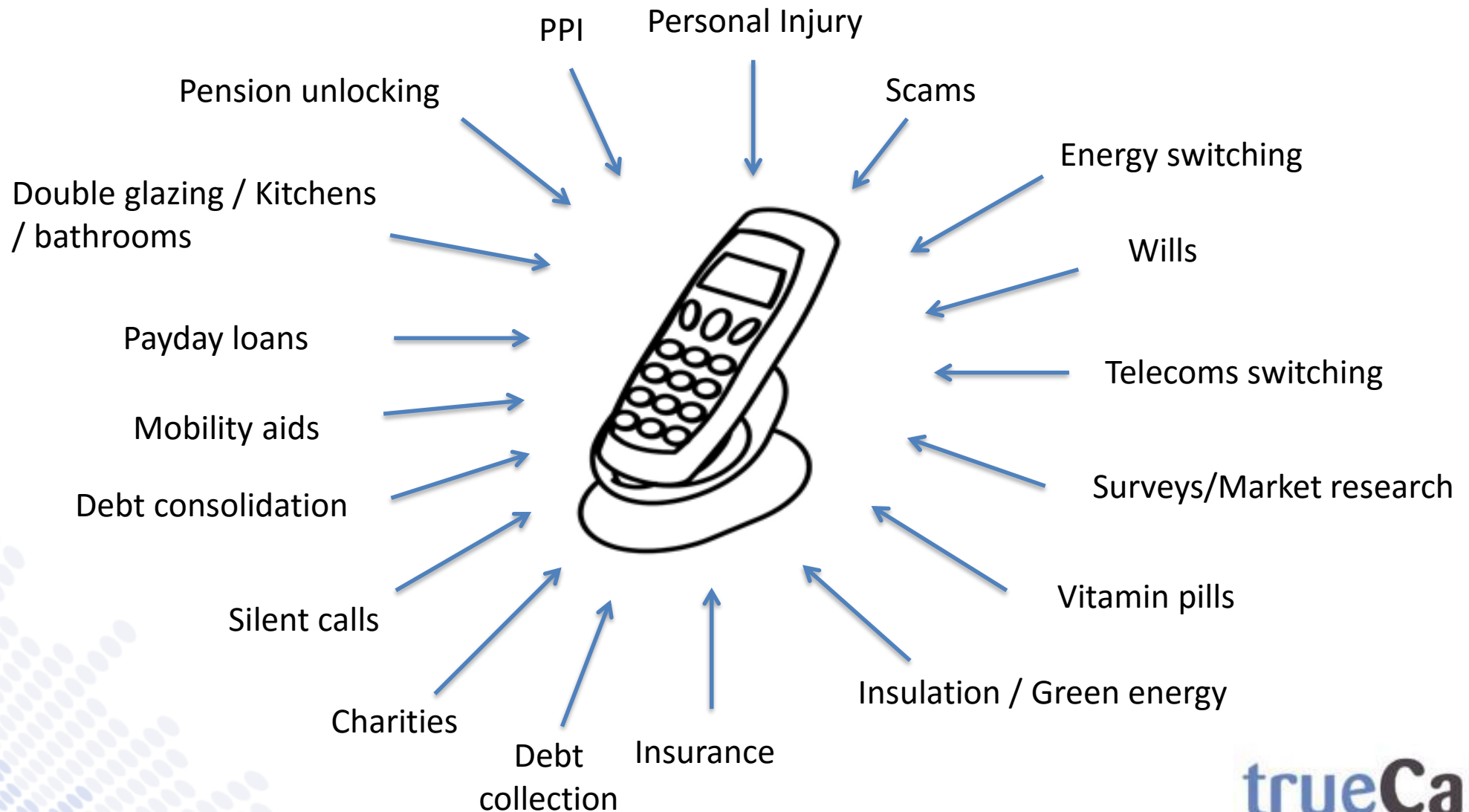
Or Bill asking if Jimmie can go to the movies.

Or a business call for Dad.

Or Grandma calling Mother to find out if things are all right.

In many ways the telephone is a real friend to the family.'

What is a nuisance phone call?

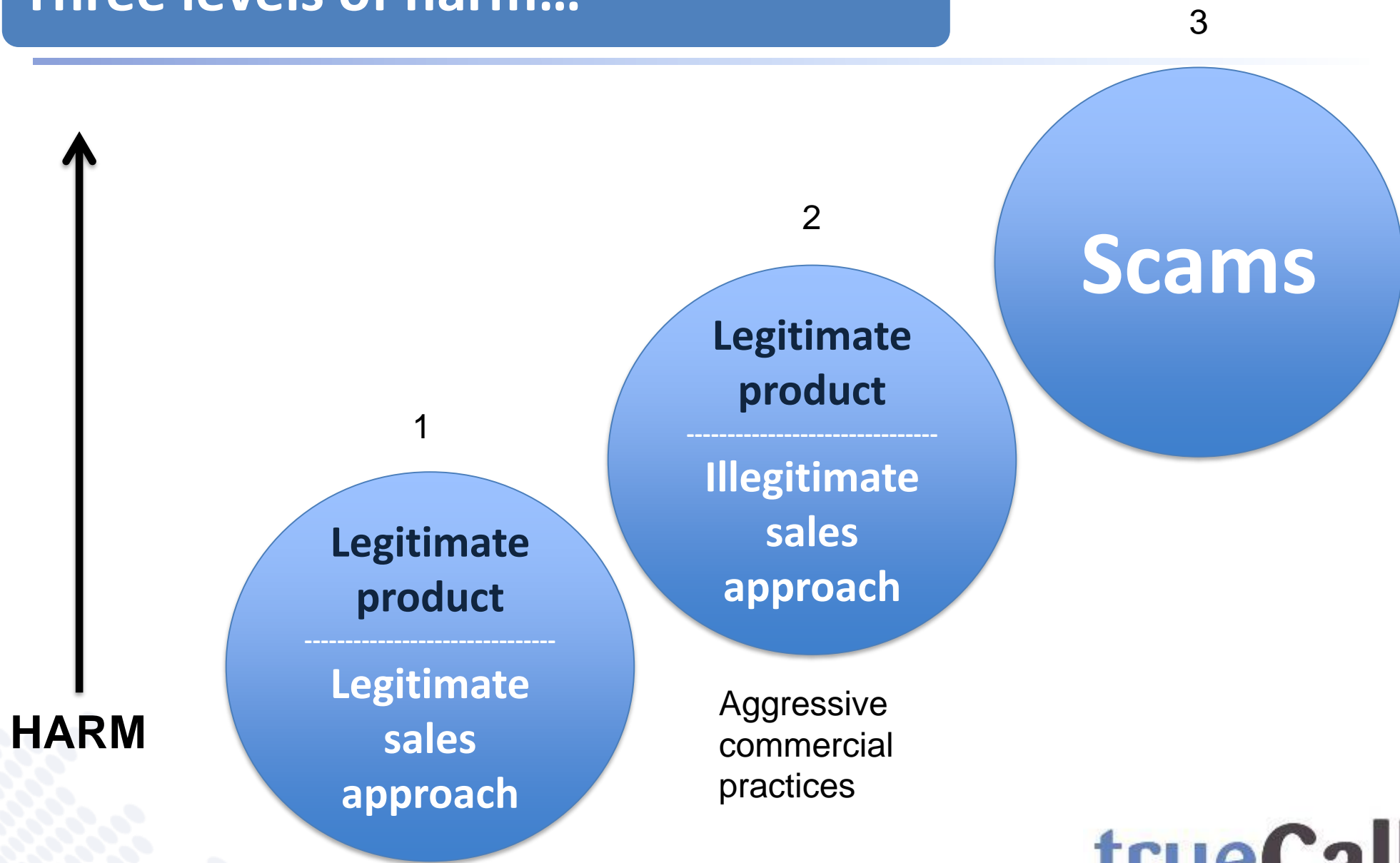


A particular problem for older people



- «« They spend more time at home
- «« Can be vulnerable to high pressure sales tactics
- «« Targeted by scammers
- «« Many are lonely, and enjoy chatting on the phone
- «« Many have mobility issues
- «« May not be aware of the risks of identity theft

Three levels of harm...



The telephone is a perfect medium for the scammer

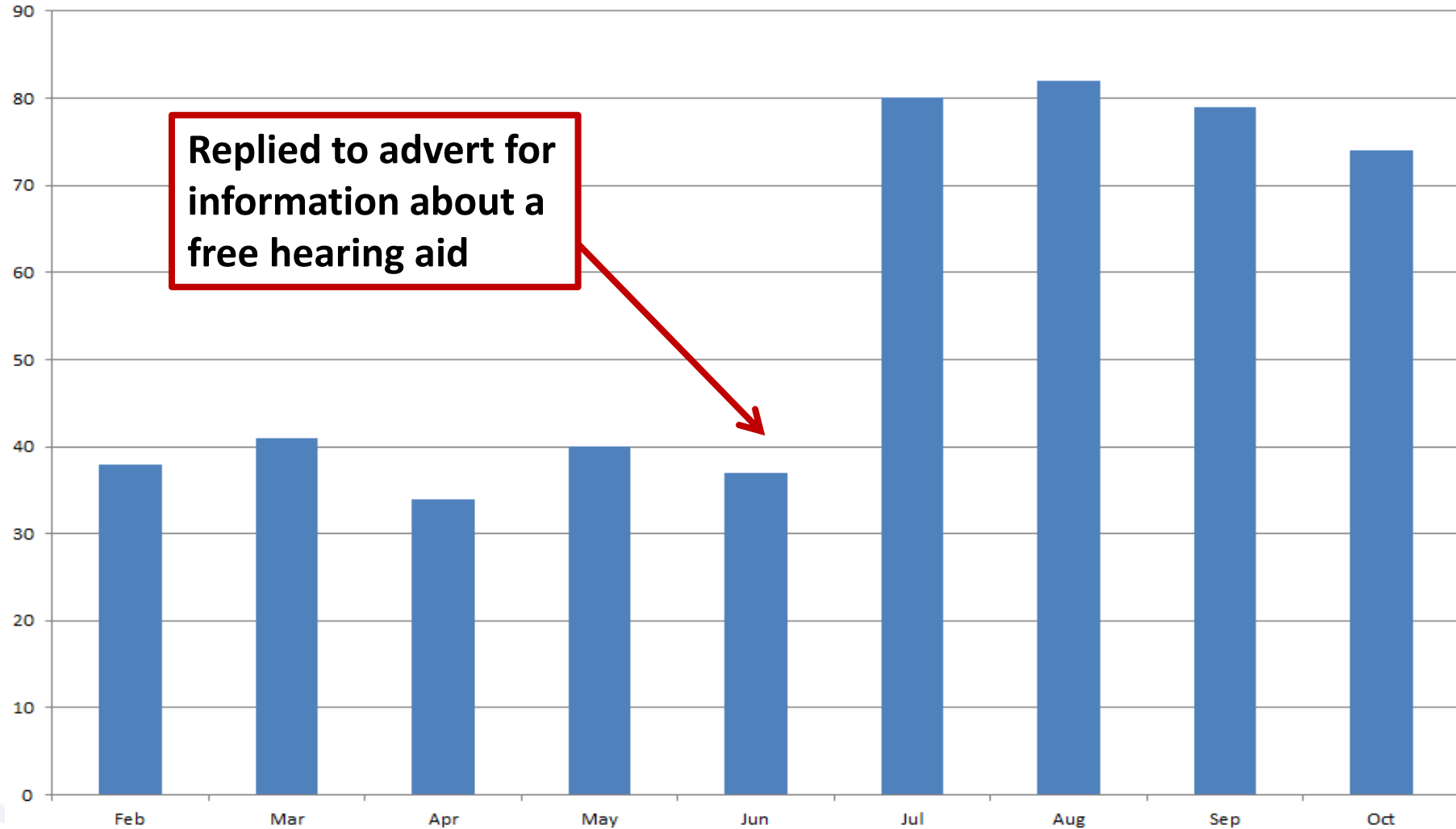


- ⌋ Easy to assess potential victim
- ⌋ Ability to 'groom' victim over a series of calls
- ⌋ No physical presence – much less risk of being identified or caught
- ⌋ Phoning is cheaper than travelling around the country!



Even careful people can be caught out...

Nuisance
calls per
month

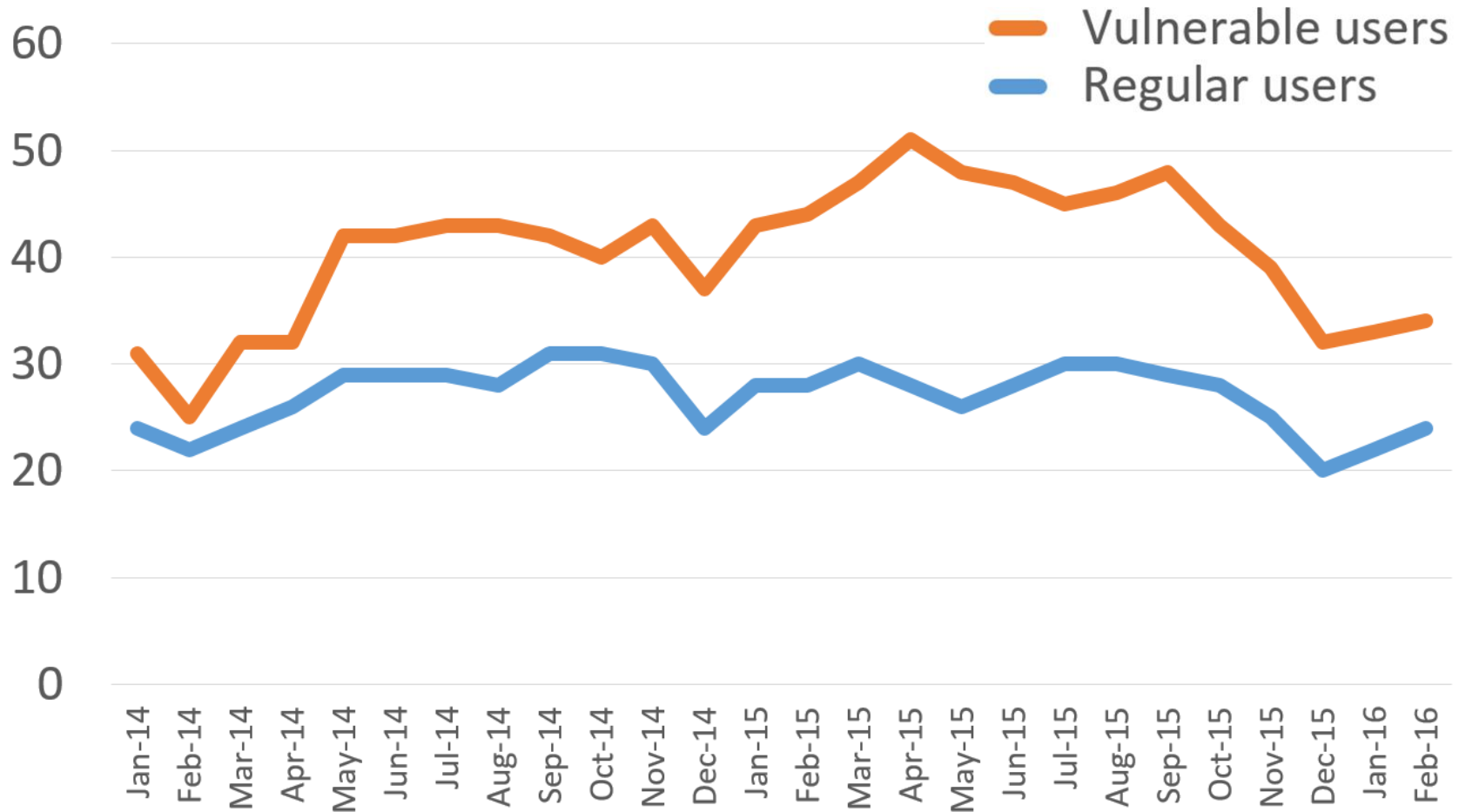


Telephone scams are on the increase

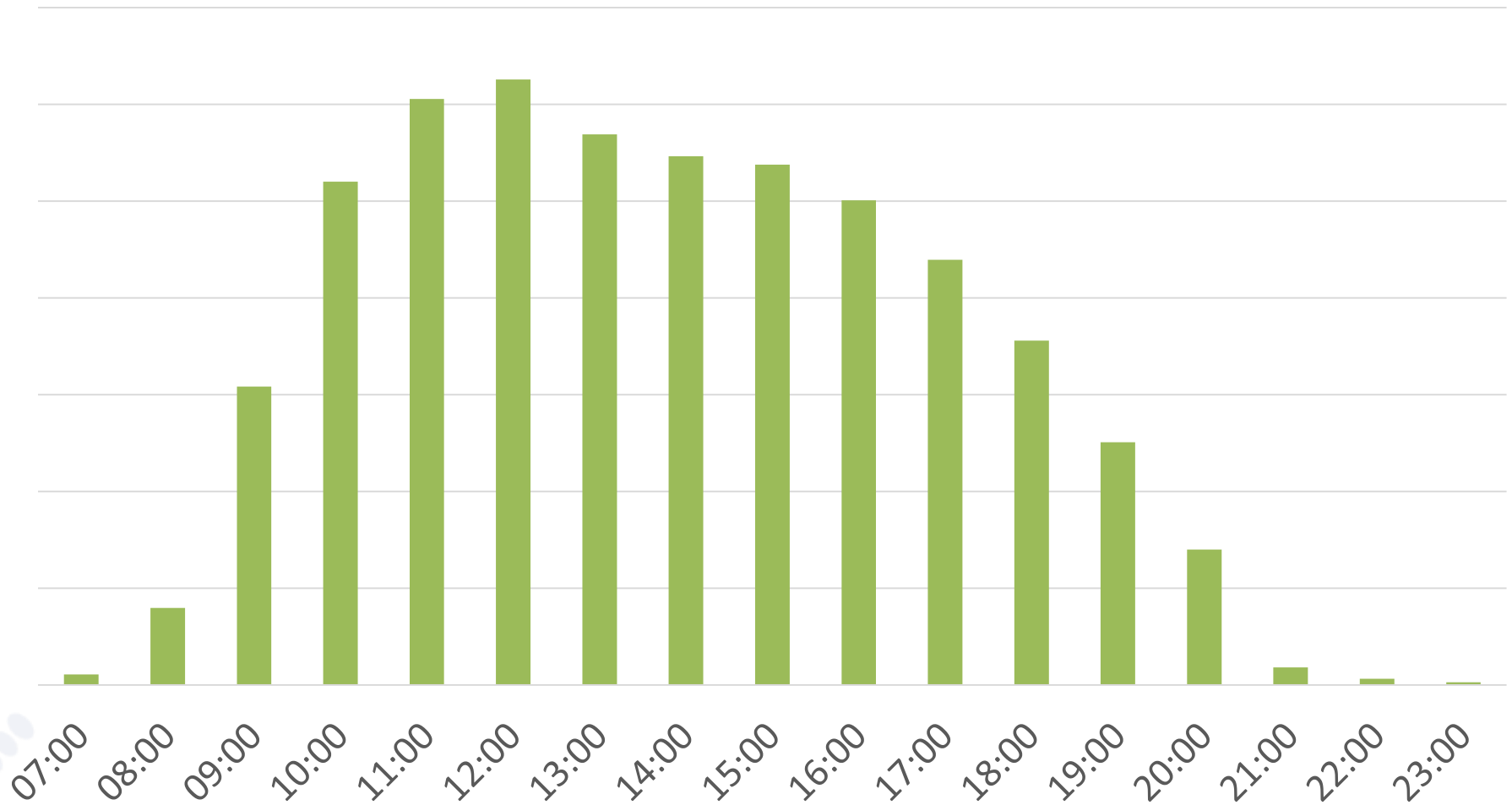
- «« TalkTalk says that 2.5 million UK households receive a scam phone call each month
- «« Ofcom report that the number of complaints about the Microsoft scam has doubled in the last four months
- «« Financial Fraud Action says that telephone scams have increased by 72% in the last year



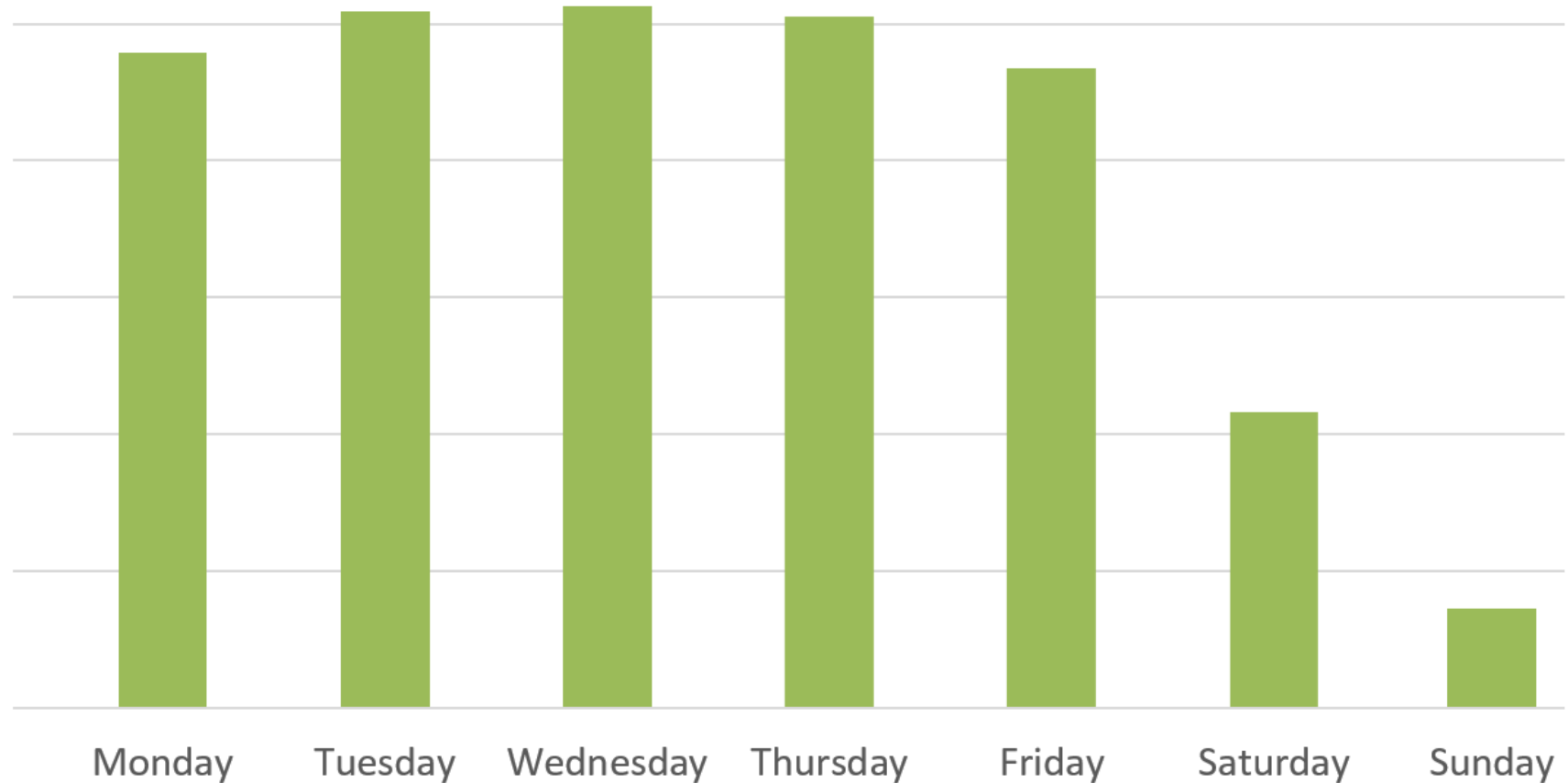
Average number of nuisance calls



Hours of the day when nuisance calls arrive



Days of the week when nuisance calls arrive



Our Credentials



Launched in 2008...



Regular trueCall



Special version for vulnerable adults / dementia households

New 'trueCall VI' for the visually impaired

BT8500 is the best selling phone in UK



Uses multi-award winning trueCall call blocking technology

trueCall's Technology

- (((1 million UK homes protected
- (((est. 300 million nuisance calls blocked per year



TV & radio



Rip Off Britain



Dispatches:

Channel 4



trueCall
STOPS NUISANCE CALLS

Offers from all five Dragons...



HE is the inventor who slayed the tycoons on Dragons' Den to become the TV show's most successful ever contestant.



'The best Dragon's Den pitch of all time'

"The best gadget I've seen in seven series of Dragons' Den!"

Peter Jones



trueCall
STOPS NUISANCE CALLS

Accreditations



Accreditations

Secured by Design



Official Police Security Initiative

Accreditations



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INNOVATION
2016

Awards



Working with over 150 local authorities, charities and police forces

Havering	23 Scottish Authorities	Surrey	Buckinghamshire
S Gloucestershire	Warwickshire	Sandwell	Halton
Cornwall	Greenwich	Staffordshire	Carmarthenshire
West Sussex	Leicester	Nottinghamshire	Herefordshire
Derbyshire	Oxfordshire	Kent	Bath/Somerset
Wolverhampton	Belfast	Hartlepool	Sussex
Bromley	Suffolk	Blackpool	... and many many more ...



Which? reviewed trueCall

Should I buy it?



Yes, this is the most sophisticated call-blocking device available. At £100, it's more expensive than other simpler models, but it will cut out more nuisance calls than anything else and let the calls you want to take through at the same time.

Call blocking



Different types of call blockers

Block List Blockers

Blocks up to 40%



White List Blockers

Blocks 95%+



trueCall
STOPS NUISANCE CALLS

Demonstration



Carer can manage trueCall from home



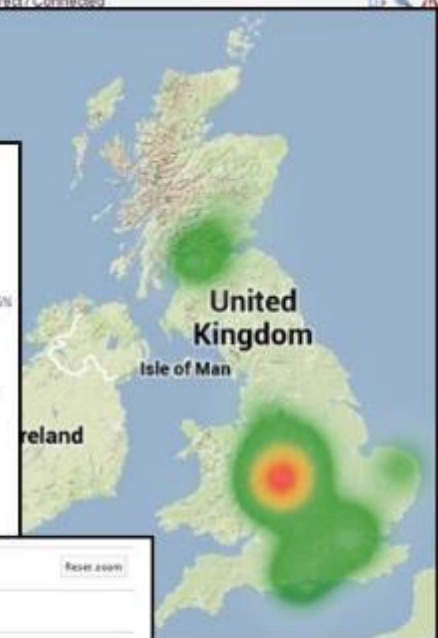
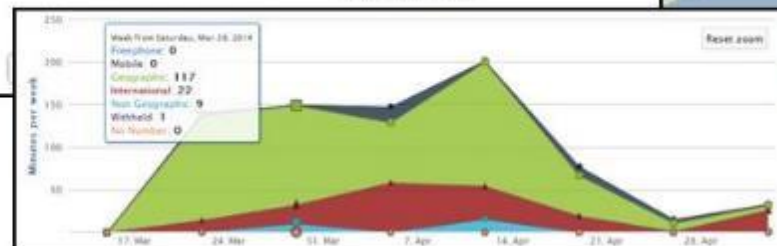
My Account Support Log out
Un-synchronised - Last successful Weblink: 06/05/14 15:49

Call Blocker trueCall

Home • Dashboard • **My Calls** • My Zap & Star list • Handling incoming calls • My Options

Last 4 Weeks Phone calls only Search Delete Export

Date/Time	Type	Duration	Phone Number	Caller	Details	Action
24/03/14 10:01	Freephone	00:13	08001690999	[Freephone Call]	Dialled through trueCall	
24/03/14 10:28	Mobile	00:25	07760990999	[Mobile phone]	Call from a mobile phone / Whisper / Connected	
24/03/14 10:58	Mobile	07:09	01932533999	[Weybridge]	Unrecognised caller / Whisper / Connected	
24/03/14 11:19	Mobile	08:01	0033962576999	Gordon	Star list caller / Ring direct / Connected	
24/03/14 13:26	Freephone	01:18	01215465999	Glenda work	Dialled through trueCall	
24/03/14 14:47	Mobile	00:31	01158712999	Pension robocall	Zap list caller	
24/03/14 18:57	Mobile	01:12	01603468999	Mary	Star list caller	
24/03/14 19:09	Mobile	01:30	01992303999	[Lea Valley]	Unrecognised caller	
24/03/14 20:31	Mobile	01:03	07939029999	Jen Mobile	Star list caller	
24/03/14 20:36	Freephone	10:04	02089408999	James	Dialled through trueCall	





Care

[My Account](#) [Support](#) [Log out](#)

Synchronised - Last successful Weblink: 14/07/14 13:34

trueCall™

[Home](#) • [Phone number lists](#) • [Contact history](#) • [Incoming call management](#) • [Options](#) • [Dashboard](#)

Last 6 Months ▾

Show incoming calls only ▾

Search

Delete

Export

Page 1 ▾ of 2 ▶

Date/Time	Type	Duration	Phone Number	Caller	Details	Action
13/07/14 19:05		00:41	0033962578999	Gordon	Star list caller / Ring direct / Connected	
13/07/14 17:02		01:16	07764629999	Glenda mobile	Star list caller / Ring direct / Connected	
13/07/14 15:29		00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
13/07/14 15:21		00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
13/07/14 12:55		00:12	WITHHELD		Caller's number withheld / Shield / Hung up during screening	
13/07/14 09:50		03:22	02380766999	Susan	Star list caller / Ring direct / Connected	
12/07/14 19:05		13:45	0033950500999	Pete	Star list caller / Ring direct / Connected	
12/07/14 16:12		00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
12/07/14 15:08		00:14	01315169999	Double glazing	Zap list caller / Zap message / Call rejected	
11/07/14 20:23		00:06	UNAVAILABLE		Caller's number unavailable / Shield / Hung up during screening	
11/07/14 19:26		00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
11/07/14 14:35		00:13	01764655999	[Crieff]	Unrecognised caller / Shield / Hung up during screening	
11/07/14 14:30		00:04	UNAVAILABLE		Caller's number unavailable / Shield / Hung up during screening	
11/07/14 11:27		00:03	WITHHELD		Caller's number withheld / Shield / Hung up during screening	
11/07/14 09:59		00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
10/07/14 16:08		00:08	01413422999	Debt management	Unrecognised caller / Shield / Hung up during screening	
10/07/14 13:35		00:06	01413422999	Debt management	Unrecognised caller / Shield / Hung up during screening	
10/07/14 13:20		00:49	01764655999	[Crieff]	Unrecognised caller / Shield / Hung up - no message	
09/07/14 18:48		00:06	0000	PPI	Zap list caller / Zap message / Call rejected	
09/07/14 17:35		00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
09/07/14 15:01		00:06	0085215890999	Telemarketing	Call from an International caller / Shield / Hung up during screening	
09/07/14 13:17		00:50	07919417999	Paul mobile	Star list caller / Ring direct / Connected	
09/07/14 10:51		00:22	02380766999	Susan	Star list caller / Ring direct / Hung up during ringing	
09/07/14 10:00		01:31	01764655999	[Crieff]	Unrecognised caller / Shield / Left a message	
08/07/14 19:06		00:06	0000	PPI	Zap list caller / Zap message / Call rejected	

trueCall™

STOPS NUISANCE CALLS



Care

[My Account](#) [Support](#) [Log out](#)

Synchronised - Last successful Weblink: 14/07/14 13:34

trueCall™

[Home](#) • [Phone number lists](#) • [Contact history](#) • [Incoming call management](#) • [Options](#) • [Dashboard](#)

Last 6 Months ▾

Show incoming calls only ▾

Search

Delete

Export

Page 1 ▾ of 2 ▶

Date/Time	Type	Duration	Phone Number	Caller	Details	Action
13/07/14 19:05	IN	00:41	0033962578999	Gordon	Star list caller / Ring direct / Connected	
13/07/14 17:02	IN	01:16	07764629999	Glenda mobile	Star list caller / Ring direct / Connected	
13/07/14 15:29	IN	00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
13/07/14 15:21	IN	00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
13/07/14 12:55	IN	00:12	WITHHELD		Caller's number withheld / Shield / Hung up during screening	
13/07/14 09:50	IN	03:22	02380766999	Susan	Star list caller / Ring direct / Connected	
12/07/14 19:05	IN	13:45	0033950500999	Pete	Star list caller / Ring direct / Connected	
12/07/14 16:12	IN	00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
12/07/14 15:08	IN	00:14	01315169999	Double glazing	Zap list caller / Zap message / Call rejected	
11/07/14 20:23	IN	00:06	UNAVAILABLE		Caller's number unavailable / Shield / Hung up during screening	
11/07/14 19:26	IN	00:22	02380775999	Paul	Star list caller / Ring direct / Hung up during ringing	
11/07/14 14:35	IN	00:13	01764655999	[Crieff]	Unrecognised caller / Shield / Hung up during screening	
11/07/14 14:30	IN	00:04	UNAVAILABLE		Caller's number unavailable / Shield / Hung up during screening	
11/07/14 11:27	IN	00:03	WITHHELD		Caller's number withheld / Shield / Hung up during screening	
11/07/14 09:59	IN	00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
10/07/14 16:08	IN	00:08	01413422999	Debt management	Unrecognised caller / Shield / Hung up during screening	
10/07/14 13:35	IN	00:06	01413422999	Debt management	Unrecognised caller / Shield / Hung up during screening	
10/07/14 13:20	IN	00:49	01764655999	[Crieff]	Unrecognised caller / Shield / Hung up - no message	
09/07/14 18:48	IN	00:06	0000	PPI	Zap list caller / Zap message / Call rejected	
09/07/14 17:35	IN	00:04	01618703999	Eco energy	Zap list caller / Zap message / Call rejected	
09/07/14 15:01	IN	00:06	0085215890999	Telemarketing	Call from an international caller / Shield / Hung up during screening	
09/07/14 13:17	IN	00:50	07919417999	Paul mobile	Star list caller / Ring direct / Connected	
09/07/14 10:51	IN	00:22	02380766999	Susan	Star list caller / Ring direct / Hung up during ringing	
09/07/14 10:00	IN	01:31	01764655999	[Crieff]	Unrecognised caller / Shield / Left a message	
08/07/14 19:06	IN	00:06	0000	PPI	Zap list caller / Zap message / Call rejected	

trueCall™

STOPS NUISANCE CALLS

Grab a leaflet and booklet!



trueCall
STOPS NUISANCE CALLS

Result!

*“My mother Marion was diagnosed with Alzheimer's in 2002. She was always a **bright cheerful articulate lady** but two years ago she appeared to become on occasions **withdrawn and depressed**. I would come home and **she would be in tears**, but she couldn't recall the reason. I realised that the phone was ringing 5 or 6 times a day with nuisance calls*



Marion Hines

*I bought a trueCall unit and **my mother's demeanour improved immediately**; she returned to her happy cheerful talkative self and from that point on we have enjoyed a year of harassment free living.*

My mother died in May, I loved her very much and I miss her happy cheerful face. Thanks trueCall for making that possible.”