

BT Call Protect

Cracking down on nuisance calls



With BT Call Protect, BT will be able to divert up to **30 million unwanted calls a week** to a junk voicemail box

Customers can choose which calls they want to avoid



- Numbers on the BT Blacklist
- Numbers they add to their own personal blacklist by dialing **1572**
- Divert whole categories of calls, e.g. international calls or withheld numbers



BT then filters all calls based on customer preference



Junk voicemail

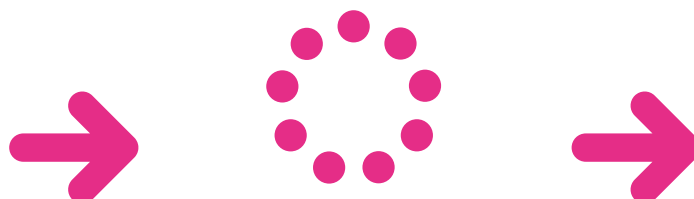


Received

How the BT Blacklist works

0101100011101001011
10100101110101
0101100011

BT's Big Data system looks for suspicious call patterns to identify potential nuisance callers



Suspicious numbers
Then BT experts at the Network Control Centre investigate the phone numbers

Nuisance callers are added to the BT Blacklist