

# 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



### 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