

SmarTone-Vodafone launches Call Guard service to help bar nuisance calls to its customers

(Hong Kong, 17 August 2011) Today SmarTone-Vodafone announces the launch of Call Guard, a service designed to help its customers to minimise the increasing intrusion into their lives by uninvited marketing calls. The Call Guard service is Cloud based and is provided on apps running on the three leading smartphone platforms – Apple’s iOS, Android and BlackBerry.

"Based on statistics from our network and market research, we estimate that the population of Hong Kong receives over 2 million marketing calls a day, on a rising trend, with the overwhelming majority of these calls being uninvited and unwelcomed. This spamming behaviour results in annoying intrusion into our customers’ daily lives, invading their personal space, wasting their time and even wasting their money when roaming," says Mr. Douglas Li, CEO of SmarTone-Vodafone.

"In order to help our customers regain control over this worsening problem, we are launching Call Guard to enable our customers to collaborate together in identifying and collectively barring these nuisance calls".

Call Guard’s customers can easily report and block a nuisance caller’s number at a single touch of a button even when the caller ID is not revealed. Customers may also exercise more tailored control over their incoming calls through personal lists of trusted calling numbers and blocked calling numbers. This combination of incoming call enabling and blocking features, all instantly switchable on the Call Guard apps provides customers unparalleled flexibility and ease of use.

"The use of "My Trusted Callers Only" feature will help our customers get a decent night sleep

while travelling abroad on a different time zone. They will no longer be waken up in the early hours except for calls from those who are important in their lives and are already included in their individual trusted callers lists,” says Mr. Li. “Customers will even save money when roaming as the collectively identified nuisance calling numbers will not get through to their phones.”

“We encourage our customers to participate actively to build a community in fighting against nuisance calls and regain control in their lives. Customers will be helping each other and helping themselves most of all as a result of their collaboration. Call Guard should help stem the rising tide of uninvited nuisance marketing calls in Hong Kong. It is the first step towards an intrusion-free future and we are confident that our customers will love the difference,” adds Mr Li.

A special Facebook application is being launched at the same time to enable Hong Kong’s netizens to join an online movement to voice their protest against nuisance calls and participate through various stages of a challenge to win fabulous prizes. Everyone in Hong Kong is invited to visit www.facebook.com/smartone-vodafone to join the movement.

Customers can get Call Guard on iPhone, Android and BlackBerry smartphones now. It is available at \$15/month with a 12-month contract or \$20/month without contract.
