
Silent calls fine for Barclaycard

Posted by johnfranklyn - 2008/09/26 18:09

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Barclaycard was handed the maximum fine possible

Barclaycard has received the maximum possible fine for the "most serious and persistent" case of silent calls ever seen by regulator Ofcom.

The credit provider was hit with a £50,000 fine after an Ofcom investigation uncovered an extremely high number of silent calls.

Typically, these occur when call centres with automated systems dial more numbers than staff can deal with.

Consumers are left frustrated as they have no idea who the call is from.

When they answer the telephone, and no agent is available to talk to them, it results in silence on the line.

'Repeat calls'

Ofcom investigated Barclaycard from October 2006 to May 2007 and found that people receiving calls had no idea where they were coming from.

We offer a full apology for any inconvenience and distress to our customers that these calls caused

Barclaycard spokesman

Rules on silent calls in 2006 stipulated that abandoned calls must carry a short message identifying where they came from and must account for no more than 3% of all live calls made in the space of 24 hours.

Ofcom declined to say what Barclaycard's silent call rate was, but said the number of silent, abandoned calls made by Barclaycard was "substantially more" than the 16,000 calls for which Abbey National was fined in a previous case.

The regulator also found that some of Barclaycard's call centres had no procedures in place to prevent people receiving repeated abandoned calls over a short period of time.

"Taken as a whole this is the most serious case of persistent misuse by making silent and abandoned calls that Ofcom has ever investigated," said Ofcom chief executive Ed Richards.

"Had we not been limited by the statutory maximum, we would have imposed a larger financial penalty to reflect this misuse."

'Sorry'

A Barclaycard spokesman said: "We recognise that all calls, irrespective of the purpose, should be made in the right way and we accept that our processes, in place at the time of the review by Ofcom, were inadequate.

"As a result, we offer a full apology for any inconvenience and distress to our customers that these calls caused.

"We have made robust and lasting changes to our processes, operations and reporting to ensure that we continue to be compliant and to provide the highest levels of service to all our customers."

Ofcom has previously fined Abbey National, Complete Credit Management, Space Kitchens, Bracken Bay Kitchens, Carphone Warehouse and Toucan for breaches of its rules on silent and abandoned calls.

Re:Silent calls fine for Barclaycard

Posted by Sheila Cooper - 2008/10/25 17:48

Oh, so that's what the 'no one there' calls are all about! Just as well I've given up trying not to break my neck to get to the phone nowadays.

Re: Silent calls fine for Barclaycard

Posted by HOOP - 2008/10/25 18:07

Yepp, they're bloody annoying, wherever they come from, but more importantly, WELCOME TO COUNCIL WATCH SHEILA!!!

I hope you become a regular poster - we're not a bad lot on here really.....

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Re: Silent calls fine for Barclaycard

Posted by DawleyMon - 2008/10/26 04:06

i keep getting calls from a 008800 number which are always silent but when i ring it back the number is unobtainable. Anyone any ideas?

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Re: Silent calls fine for Barclaycard

Posted by ajcobbler - 2008/10/26 05:15

The most important thing is welcome to Sheila Cooper. I get a lot of calls with heavy breathing but I tell them I am not interested in S and M at my age. It is not much use calling Lord Hoop at Hoop Hall as he has generally past out after the daily wine tasting in the cellars.

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Re: Silent calls fine for Barclaycard

Posted by johnfranklyn - 2008/10/26 07:08

There is another call coming from

017890000000

Its an automated american voice saying you've won a free holiday, it is a scam, i've spoken with the ICO who say they are powerless to do anything as its generated from abroad and the number is not genuine.

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Re: Silent calls fine for Barclaycard

Posted by Carol - 2008/10/26 12:08

First of all I would like to welcome Shelia to TCW. Dawleymon ask hoop he knows all about the 0800 numbers, he phones them most days to talk to the ladies. He now get's a 10% discount on his phone bill.:P

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