



## **Put an end to those annoying advertising calls to your mobile**

**Swisscom is now offering a call filter for both fixed network and mobile connections, and it is the only provider in Switzerland to do so. This means aggressive and unwanted advertising calls can be a thing of the past.**

Everyone has experienced it: the mobile phone rings, you forget to look at the number on the display because you're really busy, and accept the call. Too late, you're connected to a call centre agent who wants to sell you some insurance, lottery tickets or a new magazine subscription. Unwanted advertising calls are some of the most annoying kinds of calls there are. That's now history, because Swisscom is offering a call filter for mobile connections, and it is the only Swiss provider to do so. This blocks unwanted advertising calls and calls from call centres, which do not comply with the code of honour of the industry association, callnet.ch. This includes, for example, ignoring the star entry in the Swisscom directories or calls at unacceptable times (early in the morning, late in the evening, weekends, public holidays). "The call filter for mobiles is at the top of the wish list of our customers," says Dirk Wierzbitzki, Head Products & Marketing and member of Group Management. "It's great that we can provide this right on time for the start of the festive season."

### **Installed with just a few clicks**

Customers with a current mobile subscription from the inOne Mobile range or Infinity from Swisscom, can install the call filter free of charge. This can be done with a single click directly in the [Swisscom Cockpit](#).

### **Fixed network call filtering a hit over the past 12 months**

The call filter for the fixed network has been available for a year now, and users with an IP-based fixed network connection can use it. Each day it is used to filter out more than 120,000 calls. The entire success story can be found [here](#).

More on the mobile call filter: [www.swisscom.ch/callfilter](http://www.swisscom.ch/callfilter)

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