

From: Rob Hunt []
Sent: Thursday, May 23, 2013 1:48 PM
To: 'dnconconsumerinquiry2@ftc.gov'
Subject: Suggestion
To whom it may concern:

I just got "a very important call from 'Cardholder Services'" for the umpteenth time.

I would normally *69 to determine the caller's number and file a report on the donotcall.gov site. But filing a complaint is even *more* tiresome than receiving the call in the first place. So, I suggest the following: encourage telecom carriers to create another "star-code" (e.g. *86) that would automatically note the calling number as an unwanted solicitation. As with Twitter, once a phone number had reached a given complaint count threshold, the telecom companies could block outgoing calls from that source. Of course, there'd have to be some constraints for blocking a phone, but I'm sure it'd be a pretty straightforward algorithm for a large percentage of these robo-callers; if it's a cell phone, making call after call, and x-percent of those calls are noted as SPAM then BAM! it's blocked.

I'm pretty sure that these robo-callers are avoiding any/most prosecutorial circumstances because of the latency of complaint process. Shorten/automate the complaint process with a star-code, make it more difficult for the SPAMmers to remain operating for any period of time and perhaps they'd opt to abandon their efforts in light of dwindling returns. (Fingers crossed.)

• **Rob Hunt**