

The study conducted by MTS showed that about 20% of Russians feel stress, anxiety or irritation when receiving unplanned calls. Analysts of the MTS Secretary service found that most often women experience a negative reaction to such calls – they account for 70% of all who are discomfort of such situations.

The main reason for stress respondents call the obscurity of the purpose of the call. For many, this is perceived as a violation of personal boundaries and the invasion of emotional comfort. This is especially acute in the context of the high density of digital communication, when users prefer to understand in advance why they are called.

In addition to internal discomfort, unplanned calls can cause conflicts. Every fifth interviewed and every fourth among those who have stress from calls have encountered the negative consequences of missing calls. In a third of such cases, the conversation ended with a quarrel. About 10% of the study participants admitted that they regularly experience guilt for an unsuccessful call – most often these are extroverts.

Respondents show interest in technologies that allow you to understand the content of the call in advance or control the communication process. For example, the function of an “invisible” reading of messages was in demand among those who want to maintain a distance without violating communication.

The company notes the growth of the popularity of the MTS Secretary service, which helps users filter incoming calls. Over the past year, the number of its subscribers increases by about 15% per month, which reflects the growing need to manage personal digital boundaries.