

Direct Response Limited Wins Deloitte Technology Fast 50 Rising Star Award

Submitted by: Total Marketing Network

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Rising Star Attributes Growth to Continued Vision of Quality Customer Service

London, 29th October 2004 – Leading voice, data and call centre specialist, Direct Response Limited has won the prestigious Deloitte Technology Fast 50 Rising Star Award for the London and South East region.

Based on the annual percentage turnover growth, the companies in the Fast Track 50 make up the UK's fastest growing technology companies overall. Direct Response, has won the Rising Star Award, which is for companies with less than 50 employees and comes on the back of a number of other awards including being short listed for the Unisys Service Excellence Awards. Based on the growth of the company since 2001, Direct Response has enjoyed rates of over 1000% to achieve its turnover in 2004 of £2.3 million.

Direct Response's core values are based on offering quality customer service and helping businesses improve their communication and call centre capabilities to their customers. The company believes that it's adherence to these values have helped it to achieve its huge growth.

The company, which was up against hundreds of other entrants, has seen a huge increase in the number of SMEs and SOHO businesses turning to them to outsource their communication needs. Direct Response is able to provide the best voice, data and call centre services at a competitive price, contributing to the company's growth in both turnover and customer base.

Chris Robinson, Managing Director, Direct Response Ltd. concludes: "We are absolutely delighted to win the prestigious 'Rising Star' Award. We are a rapidly growing company, but this growth could not be managed if we did not have such a strong quality service and provision of customer excellence. For us it's about continuously striving to grow, improve and become the very best service for our customers."

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Notes to Editor

Direct Response Ltd (DRL) helps businesses communicate with their customers through voice, data, and call centre services. Based in the UK, clients range from small and medium-sized enterprises (SMEs) through to blue chip organisations.

To find out more about Direct Response please visit its website on www.dr ltd.com

For media enquiries, please contact:

Mark Charmer / Emily Droogleever

Total Marketing Network

Tel 0207 252 3399 / 00353749544992
mc@totalmarketingnetwork.com / ed@totalmarketingnetwork.com