

Putting Quality Into Telemarketing

A Midlands entrepreneur has achieved a national quality standard for his Wolverhampton based telemarketing business.

DJR Marketing Solutions, one of the UK's leading telemarketing companies, has been awarded ISO 9001 certification following an assessment by an independent body. This prestigious award is supported by the Government and recognised world-wide.

Managing Director, Daniel Reilly, said: "I'm really pleased that we've been awarded ISO 9001 certification – it's a testimony to the hard work the team put in everyday to deliver bespoke telemarketing campaigns for our clients. I always knew we provided a quality service, but it's great to have this recognised by an external third party."

He added: "Our mission is to deliver the highest quality business to business campaigns. We've delivered some fantastic results for our clients which is demonstrably helping them get through the recession."

DJR Marketing's quality manager is Su Patel who explained: "I took our daily work practices and developed processes and procedures that would satisfy the high standards of the auditors. We now have a quality manual that can be easily adopted by others as we expand the business."

Daniel set up DJR Marketing in 2002 working with a range of clients across the UK delivering business to business telemarketing campaigns. The head office is based in Wolverhampton but there are plans to franchise the business across the UK.