



bluedonkey
Intelligent Telemarketing

Press Release

National Marketing Award for Blue Donkey

Soham, Friday, 28 April 2006

Soham's award-winning telemarketing business, has scooped another award this week. Blue Donkey's "Ten Minute Telemarketer", a unique training product, designed for professional telemarketing and developed in-house, came top in the Contact Centre category. This national, training award is sponsored by the industry's Direct Marketing Business Journal, DM Business.

The beautiful glass trophy will be presented at the industry's annual, major exhibition, the International Direct Marketing Fair, at Earl's Court next month. As one of the industry's major players, Blue Donkey will be exhibiting there and can be found on Stand No E451 from 9 – 11 May inclusive.

The company is a multi-award-winning business, having won numerous regional trophies in recent years. This includes an Employee Development Award, sponsored by the Learning Skills Council and an Enterprise Award, from the Institute of Directors-sponsored, East of England Businesswoman of the Year Awards.

The company's Managing Director, Sureya Landini, is an IPD-qualified trainer and has personally written and developed the company's award-winning training. She explained "The Ten Minute Telemarketer communicates 20 or so skills for instantly warm calls focused on 'human to human' collaborations. I'm delighted to see our Intelligent Telemarketing training recognised." Sureya is also a former East of England Businesswoman of the Year and completed her year in office in February. As a current winner, she was not permitted to enter again but has been involved in the judging process for this year's winner.

Ends

Notes to Editor

Blue Donkey was established 9 years ago in Wilburton, near Cambridge. The company has grown steadily and having outgrown the Wilburton offices, moved to more fitting, spacious premises in Soham in 2003.

It boasts an impressive client portfolio, including Godfrey Davis, Guardian Media group and the Bank of Scotland.

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