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CCR Data Ltd expands company due to continued growth

Data Bureau and Royal Mail accredited mailing house, CCR Data Ltd have expanded both their Sales and IT departments to cope with increased business and the forecasted growth in sales next year.

The sales and marketing team have taken on two new sales executives to focus on Mailing and Data sales and account management in specific industry areas and the IT team are in the process of recruiting a further 2 data technicians in order to handle the increased workload. Recently the company has also recruited a further Mailing Account Handler as well as new staff in the Accounts department.

CCR Data boasts an impressive client base whose needs can include a specialised bureau service where there is limited IT resource available. CCR's holistic approach to direct marketing has also contributed to the continuing growth, a company can buy data, clean data, mail data and manage responses, requests for literature or information and manage removal requests all under one roof.

Edward Spicer, MD commented;

These are extremely exciting times for the company, the business has been growing steadily and with the addition of new products such as Prospect Profiler and the extended data cleansing that we now offer, we are in a great position to be able to provide top quality bureau service. For many of our prospects and clients, the growing trend of on line cleansing is not appropriate - whilst this is a useful development for companies who are able to utilise it, data can often be complex and there will always be a need for a bureau service such as we provide.

New business is on the increase and existing clients are being retained in a highly competitive market place, in addition to this, marketing activities have increased and new products such as the wealth profiling product, Prospect Profiler, have been successful which has all contributed to the increase in business and subsequent expansion.