

## Donnelly Communications Expands Internationally

ATLANTA and SANTIAGO, September 3, 2015 – Donnelly Communications, Inc, a leading provider of contact center services, is pleased to announce international expansion into the Dominican Republic, offering CustomerTouch 360 support for all stages of the consumer life cycle.

“We pride ourselves on listening to our customers’ needs. The addition of our near-shore location offers lower cost solutions to existing clients and prospects while strengthening our delivery model”, said Thomas Moroney, CEO. “The Dominican Republic has long been known for its textile industry. While this industry has been in decline, it recently has developed a much broader-based economy with a skilled workforce and the technology in place to delivery excellent customer service.”

Donnelly’s center is co-located in the heart of Santiago de los Caballeros, the country’s second largest city. Donnelly’s first client launched on July 1, 2015. Early results are very strong, especially from a Customer Satisfaction perspective, setting the stage for immediate growth to support the upcoming busy retail season.

Donnelly’s expansion decision was based on several benefits associated with conducting business in the Dominican Republic. These include favorable workforce demographics providing a large labor force proficient in English, Spanish, French, and other languages. The close proximity and affinity with the United States also provide advantages to Donnelly including travel time and a very good understanding of U.S. cultural nuances. In addition, the Dominican Republic has the most advanced telecommunications infrastructure in the Caribbean.

Donnelly’s Santiago facility utilizes the same advanced VDI (virtual desktop infrastructure) technology employed at Donnelly Communications’ Atlanta, Georgia contact center and used by Work from Home employees. This affords Donnelly and its clients complete insight into all aspects of operations, including real-time access to performance metrics. Donnelly’s U.S. and near-shore teams work very closely together, collaborating on recruiting, hiring, training, and operations management.

“We are impressed by the professionalism and work ethic of our Dominican Republic workforce,” said Dennis McMaster, Donnelly President and COO. “This initial experience is extremely promising and imparts confidence that we can successfully operate abroad and deliver the service quality that Donnelly clients have come to expect.”

Donnelly combines excellence in people, advanced technology, and quality driven processes to custom design services to meet each client’s unique business requirements. From inception, Donnelly Communications has developed and continually enhances industry leading customer service applications. Proprietary technology and rich data analytics enable Donnelly Communications to outperform competitors and exceed the evolving needs of its clients.



**About Donnelly Communications, Inc.**

Donnelly Communications Inc. is a leading provider of contact center services for prominent companies across multiple industries including multichannel retail, restaurant, energy, and utilities. Our innovative solutions focus on increasing revenue for our clients by exceeding customer expectations and driving brand loyalty. Founded in 1981, Donnelly Communications employs more than 400 people and is headquartered in Atlanta, Georgia. For more information, visit [www.donnellycommunications.com](http://www.donnellycommunications.com) or call 800.870.0017.

**Contact**

Donnelly Communications, Inc.  
Kathleen Bryan  
Director of Marketing and Corporate Communications  
800.535.2880 or [kbryan@donnellycommunications.com](mailto:kbryan@donnellycommunications.com)

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