

**FOR IMMEDIATE RELEASE:**

**Strategy Recruitment Marketing partners with 4R Technologies in setting up its new BPO Hub in South Africa**

**Cape Town, South Africa – 18 April, 2018** – Strategy Recruitment Marketing, an award winning recruitment marketing, employer branding and response management company has partnered with 4R Technologies in Cape Town, South Africa in providing a holistic end-to-end staffing solution.

4R is an analytics driven, technology enabled IT Support, Software Development and Revenue Cycle Management (“RCM”) company. The 4 “R’s” stands for the Right People, the Right Processes, the Right Technology and the Right Results. Strategy Recruitment Marketing was called upon to assist 4R in unlocking the best local talent to provide their clients with quality solutions. “Finding the right, core staff complement was integral for 4R Technologies, with our focus not only being on sourcing the exact experience and skill set, but the correct attitudes and values. This we wanted to perfect from the start, especially with the Right People being at the forefront of 4R Technologies BPO business model” confirms Celeste Sirin, MD of Strategy Recruitment Marketing.

The 4R business model comprises various different outsourced service offerings into the USA, with Revenue Cycle Management and IT Development, being key. As 4R Technologies client, GAFFEY Healthcare, continues to demonstrate the offshore viability to its USA based customers, so too will 4R Technologies grow.

Over the years South Africa has competed globally in the BPO arena, having progressively built up its strong offshore offering and increasing its footprint in becoming a location of choice. As with other investors, the decision to establish 4R in South Africa was based on the benefits of being able to recruit top-notch qualified, hardworking people, shared culture, no language barriers, shared working hours and the Rand/Dollar currency. Derek Morkel, chief executive officer (CEO) confirms “Our relationship with 4R Technologies allows more flexibility for our customers. They will enjoy working with world class professionals, while benefiting from an average of 40-50% cost savings from talent in the United States. Our partnership with 4R Technologies provides assurance we are prepared for the impending market changes.”

The staff complement of 4R Technologies is steadily expanding, having recently recruited and onboarded a new round of Revenue Cycle Business Services Representatives as well as additional IT developers. 4R Technologies is mindful of the high unemployment rate and is happy to have created job opportunities for some South Africans, albeit a small contribution at this stage.

While there are a growing number of partners available, 4R Technologies chose to partner with Strategy Recruitment Marketing since they offer a total solution of the right elements that were required in establishing their new BPO. 4R Technologies endorses the fact that Strategy Recruitment Marketing was appointed to partner with them due to their portfolio of knowledge and skills - Knowledge of the BPO environment, a mutual affinity to their technology usage, digital and social media recruitment marketing, strong talent acquisition, response management and employer branding capability.



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