



## **FOR IMMEDIATE RELEASE:**

### **Outstanding Service Earns National Call Center Award for the Second Consecutive Year – 24-7 INTouch Wins 2005 ATSI Call Center Award of Distinction**

Toronto, Ontario. July 13<sup>th</sup>, 2005 – 24-7 INTouch, a multi-channel call center, was honored with the prestigious 2005 Call Center Award of Distinction by the Association of Teleservices International (ATSI) for the second consecutive year. ATSI, the industry's trade association for providers of telecommunications and call center services, presented this prestigious award at their Annual Convention held at Hyatt Regency Hotel in St. Louis, Missouri.

The Award of Distinction was created in response to overwhelming requests by call centers across North America for a tool that could be used to measure the skills of their professional agents. After six months of testing, an independent panel of judges scored call-handling skills for "enhanced service" applications, focusing attention on customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy - the cornerstones of the call center industry. 24-7 INTouch successfully achieved an overall score of over 80% in all four categories.

"Receiving this award for two straight years is great honor for 24-7 INTouch, and shows our ability to consistently deliver quality service to our clients," says Greg Fettes, President and CEO of 24-7 INTouch. "It is a well-earned tribute to our hard working call center agents and supervisors who make up the heart and soul of our business and truly deserve this coveted reward."

"The Award of Distinction is an impartial third party performance measure. Winning it indicates attention to detail, dedication, and commitment to customer service. The Award of Distinction was conceived to celebrate excellence in customer service for those call centers responding to the more complex requirements of e-commerce and consumer response," says ATSI President Steven Diels. "ATSI congratulates 24-7 INTouch."

24-7 INTouch was also the two-time winner of the 2005 ATSI Award of Excellence, earning the company the 'Bronze Award' for two consecutive years of excellent service. The two programs run together annually, giving call management centers an opportunity to 'measure their skills' against very demanding criteria. 24-7 INTouch was one of the only four other companies to receive both awards.

#### **About 24-7 INTouch**

24-7 INTouch ([www.24-7intouch.com](http://www.24-7intouch.com)) is a multi-channel call center outsourcing company that provides practical and affordable customer relationship management solutions across various industries. Using the most advanced technology in the industry and Certified Sales and Customer Service Representatives, 24-7 INTouch is dedicated to helping clients increase their sales and strengthen their customer service. Currently, the company's primary products are the outsourcing of inbound call center services and live online customer support solutions such as Live Web Chat.

#### **About ATSI**

The Association of TeleServices International ([www.atsi.org](http://www.atsi.org)) was founded in 1942 as a national trade association representing live answering services. ATSI now encompasses companies across the United States offering specialized and enhanced operator based services including: call centers, contact centers, inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and Internet services among others.

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