



## **FOR IMMEDIATE RELEASE:**

### ***Call Center Outsourcer Wins National Awards for its Fifth Straight Year – 24-7 INtouch Wins the 2006 CAM-X Call Center Awards of Excellence and Distinction***

Toronto, Ontario. December 4<sup>th</sup>, 2006 – 24-7 INtouch, a leading contact center outsourcing company, was honored with the 2006 Award of Excellence and Call Center Award of Distinction late last week by the Canadian Call Management Association (CAM-X). CAM-X is the call center industry's trade association for providers of call center services including inbound order taking, help desk and web enabled customer assistance. 24-7 INtouch was proudly recognized for their outstanding achievement at the CAM-X 42<sup>nd</sup> Annual Convention, held recently in Cancun, Mexico. This marks the fifth consecutive year 24-7 INtouch received these prestigious awards from CAM-X.

The CAM-X Awards Program was created in response to the need for an instrumental tool to assure the professional level of quality demanded by call center clients. Independent judges were contracted by CAM-X to evaluate call center services throughout Canada over a six-month period. Judges scored call-handling skills for "enhanced service" applications, focusing particular attention to customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy. 24-7 INtouch successfully achieved high scores in all categories, indicating consistent results each year.

"CAM-X is an effective way to assess top performers in the contact center industry. By developing a benchmark of best practices for all contenders to consider, CAM-X has helped improve the overall standard of quality in the industry," says Greg Fettes, President and CEO of 24-7 INtouch. "Being awarded five years consecutively indicates our leading position in the industry as a provider of consistent, reliable, and quality service. As for the future, we look forward to improving our operations and call quality year after year."

"In this industry, we measure customer service with the caller's experience as paramount to the overall success of the call," says CAM-X President Pat Vos. "The Canadian Call Management Association congratulates the employees of 24-7 INtouch for their attention to detail and their overall commitment to providing their clients with first rate service."

Recently selected again as one of Canada's Top 50 fastest growing companies by PROFIT Magazine, 24-7 INtouch continues to deliver consistent quality during the growth stage of their business, now employing over 250 people across North America. With the addition of the CAM-X Call Center Awards of Distinction and Excellence, the company proves its position in the industry as a top-quality contact center for both Canada and the United States.

#### **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 web-based customer support solutions such as Live Web Chat and Email Response.

#### **About CAM-X**

Based in Grimsby, Ontario, CAM-X ([www.camx.ca](http://www.camx.ca)) is a Canadian based trade association for the Call Management industry which includes: call centers, telephone answering services, voice-mail services, telemarketing services, and other communication services. Their goal is to contribute to their members' profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of the industry.

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