



**FOR IMMEDIATE RELEASE:**

**Superior Performance Brings National Call Center Award – 24-7 INtouch Wins the 2004 ATSI Award of Distinction**

Toronto, Ontario. July 12<sup>th</sup>, 2004 – 24-7 INtouch, a Canadian call center outsourcing company, was honored with the prestigious 2004 Call Center Award of Distinction by the Association of Teleservices International (ATSI). ATSI, the industry’s trade association for providers of telecommunications and call center services, presented this prestigious award at their 60th Annual Convention held in Vancouver, BC.

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 is a great honor for 24-7 INtouch, and is another important step in gaining credibility across the North American markets,” 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 this company and truly deserve this coveted reward.” 24-7 INtouch is in a rapid growth stage of their business and now employs over 70 people across Canada. With the addition of this award, the company is now recognized a top-quality call center in both Canada (2003 CAM-X Award of Excellence TOP SCORE) and the United States (ATSI).

“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 recipient of the 2004 ATSI Award of Excellence. 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 four select companies to receive both awards.

**About 24-7 INtouch**

24-7 INtouch 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 eReps, 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 ([www.24-7intouch.com](http://www.24-7intouch.com)).

**About ATSI**

The Association of TeleServices International 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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