



Association of TeleServices International, Inc.
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FOR IMMEDIATE RELEASE

Monday, June 20, 2011

CONTACT: Charlene Glorieux
(866) 896-2874

Outstanding Service Earns National Award

TigerTel Wins ATSI Call Center Award of Distinction

TigerTel, of London, ON has been honored with the prestigious 2011 ATSI **Call Center Award of Distinction** by the Association of TeleServices International (ATSI). The industry's Trade Association for providers of Call Center services including Inbound Order Desk/Help Desk and Web Enabled customer assistance, recognized TigerTel at ATSI's 2011 Annual Convention held at the Grand Hyatt, San Antonio, TX.

The Call Center Award of Distinction is a tool used to measure the skills of professional Call Center Agents throughout North America and the UK.

After six months of testing, an independent panel of judges score 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 Management Industry.

"The AWARD OF DISTINCTION is a top honor award. This "secret caller" program is an intense program extending throughout the year with test calls being handled by call center agents to ensure they are offering the highest level of customer service." says ATSI President Michael Fultz. "In order to receive the AWARD OF DISTINCTION; member companies operating as full call centers have to QUALIFY for this prestigious award. In receiving this award those member companies have set above the bar standards for quality in the Call Center Services Industry."

ATSI extends its congratulations to the staff of TigerTel on their proven quality service to their customers.

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 North America and the UK 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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