



TouchPoint One Launches A-GAMESM, Kicks Off Inaugural Performance Football Challenge for Top Global Contact Center Teams

— Customer Service, Sales and Support Teams from World-Class Contact Centers to Compete for Top Performance and League Championship —

INDIANAPOLIS, Indiana, August 13, 2015 — TouchPoint One, provider of the Acuity Cloud Contact Center Performance Management solution today announced the release of A-GAMESM and kick-off of the first annual A-GAMESM Contact Center Performance Football Challenge. A-GAMESM is the latest feature enhancement to the Acuity contact center performance management solution which leverages structured individual and team-level competition to measurably boost employee engagement, improve business results and enhance the customer experience. Through A-GAME, contact center teams supporting customers among some of the World's leading brands, including Sprint, Verizon, Vectren, Duke Energy and Shutterfly are set to compete for elite operational performance and the coveted league championship.

“Contact center organizations are seeking turn-key gamification solutions to improve the customer experience, strengthen the work culture and improve business results,” said Greg Salvato, CEO of TouchPoint One. “Acuity A-GAMESM delivers high-impact employee engagement that unites and inspires the entire workforce to achieve exactly these objectives and so many more. We are ecstatic about the start of the 2015 A-GAMESM Contact Center Performance Football Challenge and applaud all of the great companies participating this year.”

As an integrated gamification module within the Acuity contact center performance management platform, A-GAMESM extends TouchPoint One's commitment to help organizations realize the benefits of modern performance management software. A-GAMESM helps deliver on the promise of gamification by ensuring that the related initiatives are completely aligned with the full range of Key Performance Indicators relevant to the business. With A-GAMESM, significant, measurable improvements in KPIs such as attendance, retention, schedule adherence, utilization, sales/collections and employee engagement as well as customer experience metrics and others can all be achieved and verified through the Acuity platform.

“We are always looking for new ways to support, encourage and develop camaraderie among our agents”, stated Jerry Williams, Director of Customer Care at Sprint. “When TouchPoint One contacted us about A-GAME, we didn't hesitate a moment to participate. It's a logical extension of Acuity's primary functions, which deliver tremendous value to us, and smart approach to leverage game mechanics in a way that is consistent with our business objectives and gets our entire operation engaged and motivated.”

Organizations can create their own sports and other themed leagues for which A-GAMESM automatically facilitates round-robin tournament competitions and play-off stages that culminate in a season end championship. Special recognition and award options for most valuable or improved player, coach of the year and others can be easily configured by the organization's “league commissioner”. Beginning just after Labor Day and concluding the week after Christmas, the A-GAMESM Contact Center Performance Football Challenge season aligns with the National Football League's seventeen week timetable. TouchPoint One will award the A-GAME Global Performance Trophy to the top performing team and recognize the agent MVP among all participating companies.



Additional Information

- For more information about A-GAMESM, A-GAME Contact Center Performance Football Challenge, and Acuity Contact Center Performance Management software, go to www.touchpointone.com
- To schedule an Acuity demo and performance management needs assessment, complete the registration form here: <http://www.touchpointone.com/Default.aspx> or email TouchPoint One sales at info@touchpointone.com.

About TouchPoint One

TouchPoint One is the leading Cloud Contact Center Performance Management solution provider. The Company's Acuity product is a hosted software solution (SaaS) that combines a central data store, intuitive business logic designer and specialized analytics engine to deliver real-time performance intelligence through customized scorecards and role-based dashboards. Communication, gamification, quality monitoring, pay-for-performance and other features are tightly integrated and accessible anywhere via web-enabled work stations, pcs, tablets and smart devices. Acuity provides a single platform for improved contact center decision making, talent development and process execution to achieve greater customer, employee and business success.

TouchPoint One, Acuity and A-GAME are registered trademarks of TouchPoint One, LLC. All other registered or unregistered trademarks are the sole property of their respective owners. © 2015 TouchPoint One, LLC. All rights reserved.