



A-GAMESM Contact Center Performance Football Challenge Primed for Inaugural Season

— Customer Service, Sales and Support Teams Countdown to A-GAME Kick-Off with Tailgate Parties, Pep Rallies and Strategy Huddles in Advance of Regular Season Start —

INDIANAPOLIS, Indiana, September 14, 2015 — TouchPoint One, provider of the Acuity Cloud Contact Center Performance Management solution announces preparations for its first annual A-GAME Contact Center Performance Football Challenge. Tailgate parties, pep rallies and other pre-game events are taking place at contact centers across the US and offshore while operations supervisors and managers devise winning strategy and execution plans in advance of this week's A-GAME inaugural season start. Behind the scenes, the TouchPoint One A-GAME program success team is finalizing league setups, supporting client league commissioners and coordinating the mix of personnel, technology and systems that ensure smooth and stable A-GAME operations.

"The A-GAME season 1 kick-off is finally here – an exciting milestone for TouchPoint One that's been a full year in the making," said Greg Salvato, CEO of TouchPoint One. "Witnessing supervisors, agents and contact center management focused on performance and strategy with such confidence and enthusiasm is very gratifying – and precisely the business and competitive dynamic we sought to foster with A-GAME."

A-GAME is the latest feature enhancement to the Acuity contact center performance management solution. It leverages structured individual and team-level competition to measurably boost employee engagement, improve business results and enhance the customer experience. Contact center teams supporting customers among some of the World's leading brands, including Duke Energy, Dish Network, RBS, Vectren and Bluegreen Vacations will compete for elite operational performance, special recognition and incentives and the celebrated league championship.

As an integrated module within the Acuity contact center performance management platform, A-GAME extends TouchPoint One's commitment to help organizations realize the benefits of modern performance management software. A-GAME 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-GAME, 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.

"Acuity is an exceptional platform for employee optimization that reinforces contact center performance management routines at all operational levels," said John Gardner, Manager of Quality and Training and A-GAME League Commissioner at Convergent Outsourcing. "A-GAME adds a competitive dimension to Acuity along with our operational methodology that, in the pre-season alone, has already elevated employee engagement and performance across several critical customer experience and business metrics. It's amazing - A-GAME's got everyone excited and it's triggered a fundamental desire to achieve in ways that are 100% aligned with what we strive for daily from a business perspective."

Organizations can create their own sports and other themed leagues for which A-GAME 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-GAME 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-GAME, 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/resources_schedule.html 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.

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