



TouchPoint One Receives 2016 *CUSTOMER* Magazine Product of the Year Award for A-GAME Contact Center Gamification Platform

Honor awarded for exceptional innovation in enterprise gamification technology for contact centers

INDIANAPOLIS, Indiana, January 18, 2016 — TouchPoint One, the leading provider of SaaS contact center performance management and employee engagement solutions announced today that [TMC](#), a global, integrated media company, has named A-GAME as a 2016 [CUSTOMER](#) Product of the Year Award winner.

A-GAME was honored for exceptional innovation in enterprise gamification technology developed specifically to address employee engagement, retention, customer experience and business performance challenges for contact centers.

“Enterprise gamification solutions can be simple or complex, but their success is always dependent on effective design, complete alignment with business strategy and resolute support from senior leadership,” said Greg Salvato, CEO of TouchPoint One. “We’ve been blessed to have excelled in all three of these categories due in very large part to the energy, creativity and commitment of the many TouchPoint One clients with whom we have partnered for such initiatives. A-GAME is by far our most ambitious gamification endeavor to date and we are thrilled to be recognized by TMC with a 2016 Product of the Year Award.”

A-GAME is an innovative gamification platform that leverages structured, league-based competition to inspire, motivate and recognize outstanding performance at the individual and team levels. A-GAME automatically facilitates round-robin tournament and play-off stages that culminate in a season-end championship. With A-GAME, meaningful improvements in KPIs such as attendance, quality, retention, schedule adherence, utilization, sales/collections and employee satisfaction as well as the range of customer experience metrics can be achieved, measured and verified. A-GAME is a unique gamification platform specifically developed for contact centers that eliminates the risk of poor design and business objective misalignment.

“On behalf of both TMC and *CUSTOMER* magazine, it is my pleasure to honor TouchPoint One with a 2016 Product of the Year Award,” said Rich Tehrani, CEO, TMC. “Its A-GAME solution has proven deserving of this elite status and I look forward to continued innovation from TouchPoint One in 2016 and beyond.”

The 2016 *CUSTOMER* Product of the Year Award recognizes vendors that are advancing the call center, CRM and teleservices industries. The award highlights products which enable their clients to meet and exceed the expectations of their customers. The 18th Annual Product of the Year Award winners will be published in the 2016 January/February issue of [CUSTOMER](#) magazine.



Additional Information

- For more information about A-GAME, go to http://www.touchpointone.com/product_agame.html
- To be contacted by a TouchPoint One representative about A-GAME, complete the registration form here: http://www.touchpointone.com/agame_schedule.html

About TouchPoint One

TouchPoint One is the leading provider of SaaS employee engagement and performance management solutions for contact centers. The Company's Acuity product is a full-featured contact center performance management solution that enables improved decision making, talent development and process execution at every operational level. TouchPoint One A-GAME and its other contact center employee engagement solutions deliver the rich benefits of enterprise gamification through innovative design and complete, functional alignment with business processes and strategies.

TMC's CUSTOMER Magazine

[TMC's CUSTOMER magazine](http://www.tmcnet.com) premiered in September 2012 and is the industry's new, definitive source for news, product information, and strategies for communications that engage customers and potential customers. Each issue of *CUSTOMER* includes news and insights on the latest developments in agent training, analytics, ERP, IVR, social CRM solutions, mobile apps, workforce management and more. Please visit <http://customer.tmcnet.com> for more information.

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