Sprint League of Champions Ignites Olympic Fire Across Global Customer Care Organization

— Olympics Themed Performance Gamification Solution Powered by TouchPoint One A-GAME™ Launches in U.S., Panama, Philippines, Guatemala and Costa Rica Contact Centers —

INDIANAPOLIS, Indiana, August 3, 2016 — TouchPoint One, the leading provider of employee engagement and performance management solutions for contact centers, today announced the launch of the Sprint League of Champions, an Olympics themed version of its award-winning A-GAME gamification platform for contact centers and back-office operations. Sprint customer care organizations in Guatemala, Costa Rica, the Philippines and the USA will compete for highest total counts of gold, silver and bronze medals earned through outstanding delivery of customer care. The ten-week competition starts August 5th, 2016 coinciding with the opening of the XXXI Olympiad in Rio de Janeiro, Brazil.

A-GAME is an innovative Cloud-based gamification solution that leverages structured, league-based competition to inspire, motivate, and recognize outstanding contact center performance at the individual and team levels. TouchPoint One created A-GAME to deliver on the promise of gamification by ensuring complete alignment with the full range of business KPIs and through specialized application design geared specifically for contact centers. No other gamification solution offers a comparable level of performance management integration, employee engagement and recognition features, performance analytics, or turn-key implementation.

"The Sprint customer care ecosystem is vast, complex and dynamic, so alignment and engagement across our internal and partner managed operations is vital and something for which we continuously seek creative and innovative solutions," said Jerry Williams, Director of Customer Care at Sprint. "We had already realized strong performance boosts in customer experience, productivity and efficiency metrics at some of our North American contact centers through TouchPoint One's A-GAME Gridiron program and we wanted to extend that strategy globally. The Olympics provides a perfect metaphor for the Sprint League of Champions and the concurrent opening of the Rio Games has really elevated the excitement around this exciting gamification initiative."

The Sprint League of Champions is based on Medalist, the Olympics-themed variation of A-GAME in which agents are assigned to specific Olympic events and medals are awarded based on balanced scorecard performance over a defined time-period (week, pay period, etc.). Medal counts roll up to the team, program, partner or other operational levels and include special calculations for most valuable and most improved athletes and teams to provide new opportunities for objective, data-driven recognition and alignment throughout the organization. Medal counts, balanced and specific KPI scores, team rosters, communication channels, performance statistics and other integrated features facilitate sharing of performance intelligence and best practices, encouragement, and coaching among agents, managers and other stakeholders.

"Sprint has been an ideal partner to work with," said TouchPoint One CEO, Greg Salvato. "Jerry's team is exceptionally experienced in not only the operations and technology domains, but in the people practices as well. They understand the inextricable link between employee engagement and well-being and the

customer experience and how to leverage data, analytics and gamification strategies to better inform, motivate and develop all levels of the contact center workforce. This made it possible to setup and deploy Sprint League of Champions within a mere six weeks and we are absolutely thrilled to let the games begin!"

Additional Information
- For more information about TouchPoint One and 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 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 employee engagement solutions deliver the rich benefits of enterprise gamification through innovative design and complete, functional alignment with business processes and strategies.