



TouchPoint One A-GAME Contact Center Gamification Solution Wins 2016 Indiana Innovation Award

— Judges commend groundbreaking contact center gamification platform and record of positive employee engagement, talent development and business performance impact —

INDIANAPOLIS, Indiana, October 13, 2016 — TouchPoint One, a leading provider of employee engagement and performance management solutions for contact center and back office operations, announced today that Centric Indy has named it a 2016 Indiana Innovation Award winner for its A-GAME Contact Center Gamification Solution.

Now in its sixth year, the Indiana Innovation Awards seek to recognize those individuals and organizations who are successfully leading the innovation charge in our state. An executive panel of judges sorted and analyzed 30 finalists from this year's nomination list to select just 8 of Indiana's best new innovations. Winning innovations were judged on how well it satisfies an unmet need in the market, how unique it is, what new value was created for the end user and what financial evidence or market acceptance information does the innovation have to support it.

"The Indiana Innovation Award is the first home-town recognition that TouchPoint One's received which elevates its significance for us," said Greg Salvato, CEO of TouchPoint One. "Outside of appreciation from the contact center employees and organizations we serve, there's nothing more fulfilling than being acknowledged as among Indiana's best new innovations, so this is wonderful and greatly appreciated by our entire team."

A-GAME is a cloud-based gamification platform that transforms contact center operations into competitive sports and other themed leagues. A-GAME scoring is based on the same metrics that are used to measure success for the business, providing a fun and practical way to engage and inspire employees and leverage the popularity and enthusiasm associated with the collegiate, professional and fantasy sports experience.

A-GAME bonds front-line agents directly with senior management, fosters unprecedented interdepartmental cooperation and stimulates company-wide mentoring and engagement to improve contact center performance and strengthen business results. A-GAME offers contact centers a fresh and dynamic mechanism to address morale, retention, absenteeism, talent development and employee engagement challenges and helps ensure that the contact center is adequately equipped to fulfill its increasingly vital role in an organization's overall success.

2016 Indiana Innovation Award winners will be celebrated at Centric's Day of Innovation conference on October 13 at Butler University during the Indiana Innovation Awards Luncheon. Winners will showcase their innovations at the Indiana Innovation Awards Winners Reception following conference programming. For more information, please visit dayofinnovation.com.

To learn more about the features and benefits of A-GAME or to participate in Gridiron II, the North American football version of A-GAME, visit the [TouchPoint One](http://TouchPointOne.com) web site and read the [Gridiron case study](#). Follow us on Twitter [@TouchPoint_One](#) and on [LinkedIn](#).



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 gamification through innovative design and complete, functional alignment with business processes and strategies.

About Centric

Centric is an Indianapolis-based think tank and resource for innovators. They Connect, Educate and Celebrate like-minded thinkers in an effort to improve the success rate of innovation at the Crossroads of Innovation. Centric is building a thriving, local innovation network to drive recognition of Indianapolis as a global innovation center. Learn more at CentricIndy.org.

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