



TouchPoint One Contact Center Gamification Solution Awarded 2018 *CUSTOMER* Magazine Product of the Year

A-GAME Lifts Employee Awareness, Alignment and Engagement to Strengthen Business Operations

INDIANAPOLIS, Indiana, March 1, 2018 — TouchPoint One, the leading provider of employee engagement and performance optimization solutions for contact centers, announced today that [TMC](#), a global, integrated media company, has named A-GAME a 2018 [CUSTOMER](#) Product of the Year Award winner.

“Without a serious plan to address employee stress, turnover and disengagement, business performance suffers along with shareholder value,” said Greg Salvato, CEO of TouchPoint One. “The application of innovative game mechanics, analytics and user experience design in solutions like A-GAME is emblematic of our fanatical obsession to make it easier for employees to succeed while helping organizations realize progressively greater levels of efficiency, productivity and brand value. We are sincerely grateful to TMC for recognizing TouchPoint One with a 2018 *CUSTOMER* Magazine Product of the Year Award.”

A-GAME is the cloud-based employee engagement and performance optimization platform that disrupts business as usual in the contact center by transforming day-to-day work routines into stimulating, formative and productive experiences. It raises the bar on self-awareness and accountability, strengthens teams and organizations, boosts management effectiveness and capacity and maximizes the value of data, legacy and emerging technologies as it attacks employee turnover, aptitude and attitude challenges head-on.

“On behalf of both TMC and *CUSTOMER* magazine, it is my pleasure to honor TouchPoint One with a 2018 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 2018 and beyond.”

The 2018 *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 20th Annual Products of the Year Award winners will be published in the 2018 1st quarter issue of [CUSTOMER](#) magazine.

Additional Information

To learn more about the features and benefits of A-GAME, visit the [TouchPoint One](#) web site. Please also follow us on Twitter [@TouchPoint_One](#) and on [LinkedIn](#).

TMC's *CUSTOMER* Magazine

[TMC's *CUSTOMER* magazine](#) 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. Please visit <http://customer.tmcnet.com> for more information.



About TouchPoint One

TouchPoint One is the leading provider of employee engagement and performance optimization solutions for contact centers. TouchPoint One solutions enable improved decision making, talent development, and process execution at every operational level and deliver the rich benefits of performance gamification through innovative design and complete, functional alignment with business processes and strategies.

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