



Contact Center Elite Ready for A-GAME Gridiron Performance Gamification Challenge

— Workforce Recognition, Motivation and Camaraderie Fuel Employee and Customer Experience Excellence via TouchPoint One Contact Center Gamification Platform —

INDIANAPOLIS, Indiana, August 2, 2018 — TouchPoint One, the leading provider of employee engagement and performance optimization solutions for contact centers, today announced details for Gridiron IV, the fourth season of the American football version of its A-GAME performance challenge. A-GAME is the cloud-based SaaS performance gamification solution that uses sports and other themed competitions to transform large customer contact organizations into aligned, engaged, performance leaders. Gridiron IV kick-off is September 1.

“Gamification is effective when it’s embedded into an organization’s performance management DNA and leveraged to energize the passion, knowledge and expertise essential to delivering exceptional customer service, support and sales within the contact center and beyond,” said Greg Salvato CEO of TouchPoint One. “A-GAME strengthens the connection between individual, team and company purpose to boost employee morale, commitment and effectiveness. A-GAME has consistently delivered the measurable validation for performance gamification companies are seeking and, just as training camps ramp up for the NCAA and NFL, we too are immersed in pre-season preparations with our North American Gridiron leagues in advance of an exciting season IV kick-off.”

A-GAME automatically facilitates round-robin tournaments and single-elimination play-off stages that culminate in a season end championship. At the start of each matchup, team supervisors and Xtreme “fantasy” team owners select lineups from among their full agent rosters to compete against the starters selected by the leader of the opposing team. Scoring is tailored to each participating program or business unit and based on any combination of Key Performance Indicators (KPIs) — attendance, quality, productivity, dollars collected, NPS and other CX metrics or balanced score. Game duration can be aligned to calendar weeks or pay periods and season length is completely configurable. Tangible and intangible incentives and awards can be leveraged to recognize and motivate employees in different ways.

“Continually advancing operational efficiency and productivity is vital to the success of our large-scale collections business,” said Adam Bury, Senior Vice President of Operations at Convergent Outsourcing. “A-GAME provides us with a creative mechanism to deliver real-time performance awareness, honest recognition and healthy competition to employees that’s truly captivating and fully integrated with the employee dashboards we use throughout the year. We view gamification as an essential component of performance management and TouchPoint One’s A-GAME has enabled us to intelligently and effectively fight attrition, attendance and morale challenges to boost performance across all of our KPIs.”

A-GAME offers a proven solution to address morale, retention, absenteeism and other key challenges and helps ensure that the contact center is adequately equipped to fulfill its increasingly vital role in an organization’s overall success. To learn more, visit the [TouchPoint One](#) web site or schedule a [software demonstration](#). And follow us on Twitter [@TouchPoint_One](#) and [LinkedIn](#).

About TouchPoint One



End of State Performance of the year



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 platform that enables improved decision making, talent development, and process execution at every operational level. TouchPoint One customer contact solutions deliver the rich benefits of gamification, balanced scorecards, employee dashboards and advanced performance management through innovative design and complete, functional alignment with business processes and strategies.

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