



TouchPoint One Awarded 2019 *CUSTOMER* Magazine Product of the Year

Acuity honored for innovative analytics, gamification, and UX design in advanced performance management platform

INDIANAPOLIS, Indiana, April 4, 2019 — TouchPoint One, the leading provider of performance optimization solutions for contact centers, announced today that [TMC](#), a global, integrated media company, has named Acuity a 2019 [CUSTOMER](#) Product of the Year Award winner. The 2019 CUSTOMER Product of the Year Award highlights products which enable their clients to meet and exceed the expectations of their customers. Acuity was honored for its innovative use of analytics, game mechanics, and UX design in a full-featured, state-of-the-art performance management platform.

“Acuity is designed for contact centers seeking to realize the maximum potential of the data, technology, processes, and people that make great customer experience and business performance possible,” said Greg Salvato, CEO of TouchPoint One. “Advanced performance and behavioral analytics fuel Acuity’s informative role-centric dashboards, dynamic coaching workflows, stimulating gamification, and other powerful features to lift awareness, motivation, collaboration, and performance in individuals and teams. We are sincerely grateful to TMC for recognizing our efforts and distinguishing Acuity with the 2019 *CUSTOMER* Magazine Product of the Year Award.”

Acuity is an advanced employee engagement and performance management platform that assimilates disparate systems data to energize a suite of specialized business features including role-based dashboards, departmental/functional scorecards, intelligent workflows (QA, coaching, quizzing, surveys, etc.), messaging (chat, email, notifications), analytics and reporting, and gamification delivered in an integrated Cloud-based SaaS platform. Acuity enables the digital transformation of performance management and employee engagement so that organizations can better understand their operations, improve organizational alignment, enhance both the employee and customer experience, and drive progressively improved financial and operational performance.

“On behalf of both TMC and *CUSTOMER* magazine, it is my pleasure to honor TouchPoint One with a 2019 Product of the Year Award,” said [Rich Tehrani](#), CEO, TMC. “Its Acuity solution has proven deserving of this elite status and I look forward to continued innovation from TouchPoint One in 2019 and beyond.”

Visit the TouchPoint One [web site](#) to learn more about the features and benefits of Acuity or to schedule a demo.

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 performance optimization solutions for contact centers. The Company’s Acuity product is a full-featured employee engagement and 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. <http://www.touchpointone.com>

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