



Association of TeleServices International, Inc.
222 S. Westmonte Drive,
Suite 101
Altamonte Springs, FL 32714
Phone (407) 774-7880

FOR IMMEDIATE RELEASE

Monday, June 27, 2016

CONTACT: Melanie Dixon
(866) 896-2874

Outstanding Service Earns Award of Excellence

Northern Communications earns coveted ATSI Award of Excellence

Northern Communications, of Sudbury, ON has been honored with the exclusive ATSI 2016 **Award of Excellence** for the **2nd consecutive year**. This award is presented annually by the Association of TeleServices International (ATSI), the industry's Trade Association for providers of telecommunications and call center services including telephone answering and message delivery across North America and the UK. Northern Communications was presented with the award at ATSI's 2016 Annual Convention held at Hilton Downtown, Tampa, FL.

Independent judges are contracted by ATSI to evaluate message services over a six month period. The scoring criteria includes:

- Response Time
- Courteousness of Rep
- Accuracy of Call
- Knowledge of Account
- Overall Impression of Call

"The ATSI Award of Excellence Program recognizes that excellence requires a level of service that considers the caller first in every aspect of the call. The award is earned by a company by judging the handling of calls placed by mystery callers against specific, member-driven criteria." Says ATSI President Jeffrey W. Zindel, "Companies that earn this award are continuously focusing on delivering first class service to their customers. It is truly an honor!"

The award started **20 years ago** as a means to improve the overall quality of the call centre industry by setting expectations and measurements to ensure a successful call handling experience.

Now a **two-time winner** Northern Communications earned the **Bronze Award for two consecutive years**. ATSI extends its congratulations to the staff of Northern Communications on their proven quality service to their customers.

About ATSI

The Association of TeleServices International was founded in 1942 as a national Trade Association representing live answering services. ATSI now encompasses companies across North America and the UK offering specialized and enhanced operator based services including: call centers, contact centers, inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and internet services among others.