



## Canadian Call Management Association

**FOR IMMEDIATE RELEASE**

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### **Outstanding Service Brings National Award Northern Communications Services, Inc. Wins CAM-X Award of Excellence**

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Providing  
Education and  
Support for  
Operator-Based  
Service  
Companies:

- Call Centre Services
- Telephone Answering
- Message Delivery
- Order Entry
- Emergency Dispatch

Northern Communications Services, Inc. of Sudbury, ON has been honoured with the exclusive 2011 Award of Excellence for the **fifteenth consecutive year**. The Award is presented annually by the Canadian Call Management Association (CAM-X), the industry's Trade Association for providers of call centre services including telephone answering and message delivery. Northern Communications Services, Inc. was presented with the Award recently at the CAM-X 47<sup>th</sup> Annual Convention and Trade Show held at the Hyatt Regency, Montreal, QC.

Independent judges are contracted by CAM-X to evaluate message services throughout North America over a six-month period. The criteria for scoring include courtesy, response time, accuracy and overall service to their clients. If the company scores 80% or better in ALL categories, they are presented with the coveted Award of Excellence. The program is now in its 22nd year.

"Every business needs an answering service" says CAM-X president Tom Sheridan. "Participation in the *CAM-X Award of Excellence* program helps make for a great first impression for all callers, even when contact is made after regular business hours. A live agent simply provides a better customer service experience than automated systems or callers having to wait until the office reopens for business. The CAM-X Awards of Excellence program raises the bar for the best customer service experience possible. We congratulate Northern Communications Services, Inc. for their achievements."

Founded in 1964, CAM-X began as a national trade Association representing live answering services. The Canadian Call Management Association now encompasses companies across North America offering specialized and enhanced operator based services including: call centres, contact centres, inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and Internet-based services, among others. Please visit [www.camx.ca](http://www.camx.ca) for more information.

Now a fifteen-time winner, Northern Communications Services, Inc. earned the **Diamond Plus Award for fifteen consecutive years**. CAM-X extends its congratulations to the staff of Northern Communications Services, Inc. on their proven quality service to their customers.