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## **FOR IMMEDIATE RELEASE**

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### **Outstanding Service Earns Award of Excellence**

*Northern Communications wins coveted ATSI Award of Excellence*

Northern Communications of Sudbury, ON has been honored with the exclusive ATSI 2021 **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 2021 conference in Kansas City, MO.

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 is essential to our members and their employees to continually evaluate the service levels they are providing to their clients. It enables them to identify areas of greatness, as well as places that need attention. We've had members that have participated in the program for decades and look forward to winning their awards each year." Says ATSI President Tifani Leal.

The award started **25 years ago** as a means to improve the overall quality of the call center 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.