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Outstanding Service Earns National Award

Extend Communications, Inc. Wins ATSI Call Center Award of Distinction

TOP SCORE

Extend Communications, Inc. of Brantford, ON has been honored with the prestigious 2010 **Call Center Award of Distinction** by the Association of TeleServices International (ATSI). The industry's Trade Association for providers of Call Center services including Inbound Order Desk/Help Desk and Web Enabled customer assistance recognized Extend Communications, Inc. **TOP SCORE** placement at ATSI's 2010 Annual Convention held at the Westin Gaslamp Quarter, in San Diego, CA.

The Call Center Award of Distinction was created in response to overwhelming requests by Call Centers across North America for a tool which could be used to measure the skills of their professional Call Center Agents.

After six months of testing, an independent panel of judges scored call-handling skills for "enhanced service" applications, focusing attention on customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy - the cornerstones of the Call Management Industry.

"The ATSI Award of Distinction is a coveted achievement earned by a member firm by receiving high scores on unannounced test inbound calls from an outside "mystery caller" company.

The training the agents of ATSI members receive in preparation for professionally handling these test phone calls is the best assurance that an Award Of Distinction Winner is a high quality provider of Call Center services!" says ATSI President, Larry Goldenberg.

ATSI extends its congratulations to the staff of Extend Communications, Inc. on their proven quality service to their customers and **TOP SCORE** status.

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 the United States 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.