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**Outstanding Service Earns Award of Excellence**

*Rochester Telemessaging Center wins coveted ATSI Award of Excellence*

Rochester Telemessaging Center of Rochester Hills, MI has been honored with the exclusive ATSI 2017 **Award of Excellence for the 21st 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. Rochester Telemessaging Center was presented with the award at ATSI's 2017 Annual Convention held at Palmer House Hilton in Chicago, IL.

**"Our team never ceases to amaze me! The excellent customer service we provide is a direct result of their hard work and dedication. We are thrilled to have earned this award again," says RTC Director of Operations Ryan Chinoski.**

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 Doug Robbins, "Companies that earn this award are continuously focusing on delivering excellence in customer call handling. It is truly an honor!"

The award started **21 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 the only **twenty-one time winner** Rochester Telemessaging Center earned the **Platinum Plus Award**. ATSI extends its congratulations to the staff of Rochester Telemessaging Center 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.