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**Outstanding Service Earns National Award**

*Rochester Telemessaging Center wins ATSI Award of Excellence*

Rochester Telemessaging Center of Rochester Hills, MI has been honored with the exclusive ATSI 2011 **Award of Excellence** for the **fifteenth 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 centre services including telephone answering and message delivery across North America and the UK. Rochester Telemessaging Center was presented with the award at ATSI's 2011 Annual Convention held at the Grand Hyatt, San Antonio, TX.

Independent judges are contracted by ATSI to evaluate message services 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 ATSI Award of Excellence. The program is now in its 15<sup>th</sup> year.

"ATSI prides itself in agent training through many mediums. The AWARD OF EXCELLENCE is one of the most rewarding. This "secret caller" program is an intense program extending throughout the year with test calls being made to registered participants and handled by random agents', says ATSI President Michael Fultz. 'I think there has always been a misconception of a company **winning** THE AWARD OF EXCELLENCE; however, member companies **QUALIFY** for this prestigious award. If a company qualifies for the AWARD OF EXCELLENCE they have set the bar for quality in the Telephone Answering Service Industry."

Now a fifteen-time winner, Rochester Telemessaging Center earned the **Diamond Plus Award for fifteen consecutive years**. 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.