



Association of TeleServices International, Inc.  
1000 Westgate Dr, Suite 252  
St. Paul, MN 55114

**FOR IMMEDIATE RELEASE**

Monday, June 12, 2023

**CONTACT:** Sarah Ewald  
(651) 379-7301

**Outstanding Service Earns Award of Excellence**

*Tel-Us Call Center, Inc. wins coveted ATSI Award of Excellence*

Tel-Us Call Center, Inc. of Los Angeles, CA has been honored with the exclusive ATSI 2023 **Award of Excellence for the 14th 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. Tel-Us Call Center, Inc. was presented with the award at ATSI's 2023 conference in Atlanta, GA.

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

"For 27 years, ATSI and CAM-X have partnered together to bring our association the ATSI AOE (Award of Excellence). This program is a great way for you and your staff to find out how well your callers are being taken care of. The AOE is not a competition against other answering services; it is a competition against yourselves. It is a tool to measure how well your business partner's callers are being treated. Since all calls are graded by a neutral third party, you can get an honest appraisal of the quality being given. Measured politeness, manners and the best possible message are the way to ensure success for both your service and their business and there is now the option to have 10 or 20 calls evaluated. ATSI is very happy to continue to provide this evolving program to our members, through our association with CAM-X!" says ATSI President Jim Reandeau.

The award started **27 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 **fourteen-time winner** Tel-Us Call Center, Inc. earned the **Diamond Plus Award**. ATSI extends its congratulations to the staff of Tel-Us Call Center, Inc. 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.