



## **TouchPoint One Contact Center Performance Optimization Platform Honored with 2020 *CUSTOMER* Magazine Product of the Year Award**

*Acuity Performance Optimization Platform Leads Digital Transformation in Contact Center Performance Management and Workforce Engagement*

INDIANAPOLIS, Indiana, March 10, 2020 — TouchPoint One, the leading provider of performance optimization solutions for contact centers, announced today that [TMC](#), a global, integrated media company, has named Acuity a 2020 [CUSTOMER](#) Product of the Year Award winner. The 2020 CUSTOMER Product of the Year Award highlights products that enable their clients to meet and exceed the expectations of their customers. Acuity is distinguished for its impressive feature-set and the latest enhancements to its Sidekick™ agent-coaching, A-GAME™ performance gamification, Collaborative Performance Review, and Automated Compliance features.

“Acuity is the performance optimization platform of choice for large contact centers genuinely committed to empowering their workforce,” said Greg Salvato, CEO of TouchPoint One. “TouchPoint One is fixated on reimagining how analytics, and business process and user experience design can transform contact center performance management to enable better decision making, workforce engagement, and process execution for every employee. We are sincerely grateful to TMC for recognizing TouchPoint One and the Acuity Performance Optimization Platform with the 2020 *CUSTOMER* Magazine Product of the Year Award.”

Founded on the TouchPoint One Performance Optimization Model, Acuity continuously assimilates disparate systems data to establish a complete and dynamic performance management intelligence framework that serves as the foundation for a suite of modular business features. Acuity’s primary components include; role-based dashboards, balanced scorecards, gamification, messaging, analytics, reporting, agent coaching, performance-based pay, incentive and reward, performance review and appraisal, and quality and compliance monitoring. Acuity is a hosted Software-as-a-Service featuring award-winning gamification, user experience design, and data visualization techniques. Each Acuity implementation is custom-configured and tailored to fit the needs of each specific client.

“On behalf of both TMC and *CUSTOMER* magazine, it is my pleasure to honor TouchPoint One with a 2020 Product of the Year Award,” said Rich Tehrani, CEO, TMC. “Its Acuity solution has proven deserving of this elite status, and I look forward to continued innovation from TouchPoint One in 2020 and beyond.”

The 2020 CUSTOMER Product of the Year Award recognizes vendors that are advancing the call center, CRM and teleservices industries one solution at a time. The award highlights products that enable their clients to meet and exceed the expectations of their customers.

Visit the TouchPoint One [web site](#) to learn more about the features and benefits of Acuity or to schedule a demo.

### **TMC’s *CUSTOMER* Magazine**

Since 1982, CUSTOMER magazine has been the voice of the call/contact center, CRM, and teleservices industries. CUSTOMER has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Please visit <http://www.customer.tmcnet.com>.



### **About TouchPoint One**

TouchPoint One is the leading provider of performance optimization solutions for contact centers. The Company's Acuity product is a full-featured employee engagement and performance management platform that enables improved decision making, talent development, and process execution at every operational level. TouchPoint One customer contact solutions deliver the compelling benefits of gamification, balanced scorecards, employee dashboards, and advanced performance management through innovative design and complete, functional alignment with business processes and strategies. <http://www.touchpointone.com>

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