



TouchPoint One Announces Tip-Off for A-GAME HOOPS 2020 Contact Center Performance Challenge

— Fantasy Style Performance Gamification Competition Commences as Scheduled to Equip, Align, and Inspire Virtual and Office-based Customer Care, Support, and Sales Operations —

INDIANAPOLIS, Indiana, March 17, 2020 — TouchPoint One, the leading provider of performance optimization solutions for contact centers, today announced details for A-GAME HOOPS 2020, the basketball-themed version of its A-GAME Contact Center Performance Challenge. A-GAME is the cloud-based SaaS performance gamification solution that uses sports tournaments, island-hopping expeditions, medieval quests, and other themed competitions to transform large, diverse customer contact operations into aligned, engaged, performance leaders. A-GAME is an integrated module within the Acuity Contact Center Performance Optimization Platform.

“Virtual workforces have become a popular strategy for many contact centers to ensure consistent and reliable outcomes for customers, employees, business, and community. And the COVID-19 pandemic presents an extreme example of just how important having an effective Work at Home program can be,” said Greg Salvato, CEO of TouchPoint One. “A-GAME and the Acuity Performance Optimization Platform is a critical component of the contact center technology ecosystem because it helps businesses ensure alignment, engagement, and continuity across geographies in both traditional office and remote environments, in times of calm or crisis.”

A-GAME automatically facilitates round-robin tournaments with single-elimination playoffs culminating in a season-end championship. Attendance, quality, leadership behaviors, CX metrics, balanced score, or other factors serve as the basis for A-GAME scoring. Data from Cloud or on-premise apps, spreadsheets, data warehouses, and more combine seamlessly with metrics generated via Acuity’s other integrated performance dashboard, QA, and workflow optimization modules.

A-GAME transforms day-to-day work routines into engaging, collaborative, and productive experiences. It raises the bar on self-awareness and accountability, strengthens teams and organizations, boosts management effectiveness and capacity, and maximizes the value of systems and data as it attacks head-on employee turnover, absenteeism, and attitude challenges.

“TouchPoint One clients realize A-GAME’s positive impact on employee engagement and business performance,” said Casey Kostecka, Vice President of Sales at RUI Management Services. “A-GAME offers large customer contact operations, increasingly comprised of both local and remote personnel, a team-oriented gamification platform to engage not only agents and supervisors but all stakeholders – senior leadership and executives included. We are excited for the 2020 HOOPS season and look forward to celebrating the competitive showdowns, performance highlights, and team camaraderie with our clients around the globe.”

To learn more about the features and benefits of A-GAME, visit the [TouchPoint One](#) web site and schedule a [demo](#) today. Please also follow us on Twitter [@TouchPoint_One](#) and on [LinkedIn](#).

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>

TouchPoint One, Acuity, A-GAME, and Sidekick are registered trademarks of TouchPoint One, LLC. All other registered or unregistered trademarks are the sole property of their respective owners. © 2020 TouchPoint One, LLC. All rights reserved.