



TouchPoint One Gamification Stimulates Workforce Belonging, Connection, and Alignment with A-GAME Hoops 2023 Contact Center Performance Challenge

— TouchPoint One Delivers March Madness Themed Thrills to Cultivate Community and Winning Bonds Between Customer Contact Agents and CX Senior Management —

INDIANAPOLIS, Indiana, March 16, 2023 — TouchPoint One, the leading provider of performance management and employee engagement solutions for contact centers, today announced details for A-GAME Hoops 2023, the basketball-themed version of its A-GAME Leagues Contact Center Performance Challenge. A-GAME Leagues uses sports tournaments, island-hopping expeditions, magical quests, and other themes to transform large, diverse customer contact operations into aligned, engaged, performance leaders. Hoops 2023 first-round action begins March 20th and culminates in enterprise title championships scheduled throughout April and May.

“TouchPoint One gamification unites and excites the customer contact workforce in extraordinary ways,” said Greg Salvato, CEO of TouchPoint One. “A-GAME Leagues, in any of its various themes, helps CX organizations engender connection, inclusion, and belonging across the employee hierarchy to enrich individuals and teams and boost business results.”

A-GAME Leagues organizes contact center operations into logical, competitive divisions wherein teams compete in a series of regular season matchups that culminate in a post season tournament and season-end championship. Contact center leaders are able to heighten alignment and cooperation to shared objectives, quickly identify opportunities for praise, recognition, and support, and creatively inspire within a single team or across vast multi-site operations.

A-GAME Xtreme expands gamification beyond the frontlines, enabling senior managers and other employees to draft “fantasy” teams comprised of agents from across the entire contact center operation. A-GAME Xtreme empowers senior managers to connect with, coach, mentor, and motivate frontline staff through their fantasy teams and directly contribute to the organization’s mission, performance, and culture.

Data from Cloud or on-premises apps, spreadsheets, data warehouses, and more combine seamlessly with metrics generated via Acuity's integrated coaching, QA, and other software modules to create a holistic and aligned performance and game scoring framework. Player, team and league dashboards employ advanced UX design to maximize engagement and impact throughout the game experience and beyond.

“Authentic human connection is central to addressing the turnover, disengagement, and distrust constraining individual and organizational potential around the globe today. Employers can either acknowledge and take action to confront these issues or dismiss them and hope for the best. A-GAME Leagues provides a powerful mechanism to restore trust, enable empathy, and strengthen inclusion throughout customer contact operation. A-GAME puts you in position to win.”

To learn more about the features and benefits of A-GAME Leagues, visit [TouchPoint One](#) on the web 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



Contact Center Performance Challenge



platform that enables improved decision making, talent development, and process execution at every operational level. TouchPoint One customer contact solutions offer balanced scorecards, employee dashboards, advanced performance management, and deliver gamification's compelling benefits through innovative design and complete, functional alignment with business processes and strategies. <http://www.touchpointone.com>

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