



## Canadian Call Management Association

**FOR IMMEDIATE RELEASE**

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Providing  
Education and  
Support for  
Operator-Based  
Service  
Companies:

- Call Centre Services
- Telephone Answering
- Message Delivery
- Order Entry
- Emergency Dispatch

### Outstanding Service Brings National Award

#### Connections Call Center

#### Wins CAM-X 2011 Call Centre Award of Distinction

Connections Call Center of Squamish, BC has been honoured with the prestigious 2011 Call Centre Award of Distinction by the Canadian Call Management Association (CAM-X). The Industry's Trade Association for providers of Call Centre Services including Inbound Order Desk/Help Desk and Web Enabled customer assistance has recognized Connections Call Center for their outstanding achievement at their 47<sup>th</sup> Annual Convention, held recently at the Hyatt Regency, Montreal, QC.

The Call Centre Award of Distinction was created in response to overwhelming requests by Call Centres across North America for a tool to measure the skills of their professional Call Centre Agents on the job. After six months of testing, independent panels of judges score call-handling skills for "enhanced service" applications. The focus is on customer relationship management (CRM), courtesy, etiquette, the use of proper call techniques, as well as response time and accuracy. These are all cornerstones of the Call Management Industry.

"The *CAM-X Award of Distinction* helps assure that professional call handling standards are being met all year long. These days it is far more cost effective for businesses to retain highly satisfied clients than it is to acquire new ones. Plus, callers are more likely to do more business after a positive customer service experience. Winning this *CAM-X Award of Distinction* demonstrates a commitment to consistent, high quality customer relationships. By increasing customer satisfaction every hour of every day, client businesses can better retain customers and foster customer loyalty," says CAM-X President Tom Sheridan.

The Canadian Call Management Association congratulates the management and staff of Connections Call Center for their significant achievement.

#### About CAM-X

CAM-X is a Canadian based trade Association for the Call Management industry which includes call centres, telephone answering services, telemarketing services, and other communication services. Their goal is to contribute to their members' profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of our industry. Please visit [www.camx.ca](http://www.camx.ca) for more information.