



Association of TeleServices International, Inc.

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12 Academy Avenue, Atkinson, NH 03811
Phone: (603)362-9489 Fax:(603)362-9486

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CONTACT: Charlene Glorieux
(866) 896-2874

*Outstanding Service Brings National Award
Direct Line Tele Response Wins ATSI Award. of Excellence*

Direct Line Tele Response, of Berkeley, CA has been honored with the exclusive 2004 Award of Excellence for the **third consecutive year**. The award is presented annually by the Association of TeleServices International (ATSI), the industry's trade association for providers of telecommunications and call centre services including telephone answering and message delivery. Direct Line Tele Response was presented with the award at ATSI's 2004 Annual Convention held at the Sheraton Wall Centre in Vancouver, BC.

Independent judges are contracted by ATSI to evaluate message services throughout the United States over a six-month period. The criterion for scoring includes courtesy, response time, accuracy and overall service to their clients. If the company scores 80% or better in ALL categories, they are presented with the coveted Award of Excellence.

"The Award of Excellence is the industry gold standard for telephone techniques. It is a great training tool." said ATSI President Steven Diels. "Using the award's criteria in a call center training program provides immediate benefits – win or lose. Winning the Award is the stamp of approval to managers, operators and customers that says '*We care and we are effective!*'"

The Association of TeleServices International was founded in 1942 as a national trade association representing live answering services. ATSI now encompasses companies across the United States 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.

Now a three-time winner Direct Line Tele Response has earned the **Silver Award for three consecutive years** of excellent service. ATSI extends its congratulations to the staff of Direct Line Tele Response on their proven quality service to their customers.