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## **ATSI AWARDS GOLD CALL CENTER CERTIFICATION**

**(Rochester Hills, MI May 18, 2011)** The Association of Teleservices International (ATSI) is pleased to announce that Rochester Telemessaging Center has re-qualified for the Gold 24/7 Call Center Certification Award.

The Certification indicates that Rochester Telemessaging has met or exceeded the highest standards in business practices, life safety and operations. This evaluation is done through a peer review program focusing on 99.9% annual run time. It includes everything from normal day to day operations to emergency procedures and protocols. The Gold Certification also encompasses personnel hiring, training and ongoing evaluations.

“As Michigan’s only ATSI-24/7 Certified Call Center, Rochester Telemessaging Center demonstrates a continuing effort to bring the highest quality to the telephone answering service industry”, said Dan L’Heureux, Certification Examiner.

The ATSI Gold 24/7 Call Center Certification is valid for a three year period. For a company like Rochester Telemessaging Center to maintain its certification, they must reapply and pass the evaluation process again. Rochester Telemessaging Center has been in business for 38 years and continues to be a leader in the industry.

ATSI, based in Atkinson, NH, is an international trade association established by and for entrepreneurs in the TeleServices business. This includes telephone answering services, voice-mail services, telemarketing services, and any other business which provides enhanced communication services. [www.atsi.org](http://www.atsi.org)