



Canadian Call Management Association

News Release  
For immediate release

### **Outstanding Service Brings Home National Award**

- Intercon Messaging Earns CAM-X 2023 Call Centre Award of Distinction -

#### **TOP SCORE**

**Grimsby, ON (October 2<sup>nd</sup>, 2023)** —Intercon Messaging of Drayton Valley, AB has been honoured with the prestigious 2023 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 Intercon Messaging for their outstanding achievement at their 59th Annual Conference in Calgary, AB.

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 dedication, passion, and relentless pursuit of excellence are an inspiration to all. We believe that your achievements will continue to have a lasting impact on your customers and CSR's. Congratulations on achieving this esteemed award.”

Says President, Leslie Wilson.

The Canadian Call Management Association congratulates the management and staff of Intercon Messaging for their significant **TOP SCORE** achievement.

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#### **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.

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