



## 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 FineLine Solutions Wins CAM-X Call Centre Award of Distinction**

#### **TOP SCORE**

FineLine Solutions of Winnipeg, MB has been honoured with the prestigious 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 recognized FineLine Solutions for their outstanding achievement at their 42nd Annual Convention, held recently in Cancun, Mexico.

The Call Centre Award of Distinction was created in response to overwhelming requests by Call Centres across Canada for a tool which could be used to measure the skills of their professional Call Centre Agents.

After six months of testing, an independent panel of judges scored call-handling skills for "enhanced service" applications, focusing attention on customer relationship management (CRM), courtesy, etiquette, and the use of proper call techniques, as well as response time and accuracy, the cornerstones of the Call Management Industry.

"The Call Centre Award of Distinction provides best practice standards for complex call centre applications such as e-commerce and consumer response." Says CAM-X President Pat Vos. "The Canadian Call Management Association congratulates the employees of FineLine Solutions for their attention to detail and their overall commitment to providing their clients with first rate service."

Now Call Centres across Canada have the opportunity to test the proficiency of their agents in true Call Centre applications that did not fit into the original Award of Excellence profile offered by CAM-X since 1989. The two programs will be run annually, giving both types of Call Management Centres an opportunity to 'measure their skills' against very demanding criteria.