Press Release Template

SQM offers this generic template as an example for you to download, edit, and create your own press release to announce the news of your award-winning success.

Press Release:

XYZ Company receives SQM 2024 Call Center Customer Service Industry Awards.

[Insert Date]

[Insert Company Logo]

[XYZ Company] is proud to announce they are the recipient of SQM’s 2024 Call Center Customer Service Industry Awards as follows:

[Insert Award Name - *examples shown below]*

* Contact Center World Class FCR Certification
* First Call Resolution Improvement Award

SQM’s Call Center Customer Service Industry Awards are considered the most prestigious and sought-after in the North American contact center industry and recognize organizations that have demonstrated excellence for FCR, Customer Experience (CX), Employee Experience (EX), and FCR Best Practices. On an annual basis, SQM benchmarks over 500 leading North American call centers annually. SQM will recognize the award winners at an awards gala dinner at the [SQM Call Center Industry CX Conference](https://www.sqmgroup.com/awarding/conference) taking place on April 30th and May 1, 2025, in Savannah, Georgia.

**About [Insert XYZ Company Name**]

[Insert XYZ Company description here]

**About SQM Group**

Since 1996, the Service Quality Measurement (SQM) Group has been a recognized leader in call center quality assurance (QA) and customer experience (CX) analytics, and QA/CX benchmark reporting.

Our [*my*SQM™ automated QA solution](https://www.g2.com/products/mysqm-auto-qa/reviews) is the #1 ranked QA Tool on G2 reviews for user customer satisfaction in the Americas market.

We leverage best-in-breed technologies, including artificial intelligence (AI), large language models (LLM), and natural language processing (NLP).

Our QA customer experience technology uses AI, LLM, and NLP to provide advanced analytics, benchmarking reporting, predictive CSat insights, agent certification, and automated actions based on customer feedback.

What sets SQM apart from its competition is our *my*SQM™ Auto QA-CXM solution, powered by proprietary technology that:

* Evaluates up to 100% of customer interactions using AI.
* Accurately measures and benchmarks QA metrics against other call centers.
* Predicts customer satisfaction for every call with up to 95% accuracy.
* Conducts post-call conversational AI surveys to complement QA insights.
* Provides agents with self-coaching and self-training tools to empower them.
* Offers agents with real-time financial recognition to motivate them.

Combining these innovative features, we help call centers monitor, motivate, and manage agents, driving exceptional customer satisfaction and operational excellence.

For information about SQM’s FCR Customer Experience Awards Program, please contact SQM +1 (800) 446-2095 [inform@sqmgroup.com](mailto:inform@sqmgroup.com).

XYZ Company Media Contacts:

[Insert Media Contact Name]

[Insert Company Name]

[Insert Media Contact Email Address]