Press Release Template

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

Once created, we ask that you please email your proposed press release to Nader Ghattas, our Chief Customer Experience Officer at SQM ([nader@sqmgroup.com](mailto:nader@sqmgroup.com)) for review and approval before you post to your PR channels, thank you!

**PRESS RELEASE TEMPLATE**

Press Release:

XYZ Company receives SQM 2020 Contact Center Industry Customer Experience [Award(s) of Excellence/ Best Practice Award]

[Insert Date]

[Insert Company Logo]

[XYZ Company] is proud to announce they are the recipient of SQM’s 2020 Contact Center Industry Customer Experience Award(s) of Excellence, as follows:

[Insert Award Category (examples are shown below)]

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

SQM’s FCR Customer Experience awards are considered the most prestigious and sought-after in the North American contact center industry, and recognize organizations that have demonstrated excellence for Customer Experience (CX), Employee Experience (EX), and FCR Best Practices. On an annual basis, SQM conducts over 500 FCR studies with leading North American companies.

SQM will recognize the 2020 Contact Center Industry Award of Excellence winners at the 22nd Annual Awards ceremony being held virtually on May 20, 2021.

**About [Insert XYZ Company Name**]

[Insert brief company description here]

About SQM Group

SQM is proudly celebrating being in business for 25 years. Since 1996, SQM has been a Call Center First Call Resolution Expert for measuring, benchmarking, tracking, and improving FCR. At the heart of our services is the *my*SQM™ FCR Insights software, FCR research, best practices consulting, and awarding for FCR performance. We are passionate about helping call centers improve FCR, deliver a great customer experience, and reduce operating costs. [***my*SQM™** FCR Insights software](https://www.sqmgroup.com/software) is a SaaS-based subscription platform explicitly built for call centers. Combining our standard and Personalized Intelligence™ software features is a powerful approach to assist agents, supervisors, managers, and analysts in measuring and improving FCR and customer experience. SQM is considered the market leader in North America for benchmarking, tracking, and improving FCR. Over 70% of our clients consistently improve their FCR performance annually. At SQM, we are very proud that we consistently achieve 95% client retention every year. We have written five [FCR best practices books](https://www.sqmgroup.com/resources/library/sqm-cx-improvement-books) and many [FCR blog articles](https://www.sqmgroup.com/resources/library/blog).

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

XYZ Company Media Contacts:

[Insert Media Contact Name]

[Insert Company Name]

[Insert Media Contact Email Address]

[Insert Media Contact Phone Number]