



American Teleservices Association

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**NEWS RELEASE**  
**For Immediate Release**  
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**American Teleservices Association Brands Contact Center Performance Forum as its Official Social Networking Site**  
**Social Network for Contact Center Professionals Offers Interactive Platform for Industry Discussions and Business Networking**

**Indianapolis, IN** – The American Teleservices Association (ATA) is pleased to announce its branding of Contact Center Performance Forum (CCPF), [www.contactcenter.ning.com](http://www.contactcenter.ning.com), as its official online social networking site. The CCPF platform has been developed by Kathryn Jackson of Response Design Corporation to provide an environment where contact center leaders can collaborate on the numerous topics impacting not only their individual business operations, but also trends impacting the future of the teleservices industry.

“Our partnership with CCPF is a very important element of the digital strategy for our Association members. In promoting a reputable, sales-free social networking environment, we bring our members yet another means of doing business,” comments ATA CEO Tim Searcy. “I encourage all of our members to join and utilize this site as a daily information source not only for building new business opportunities, but also for collaboration regarding the really tough issues facing our industry as a whole.”

The CCPF network offers a diverse audience of over 3,500 call center industry professionals along with branding opportunities for companies who target contact centers in their marketing. Features of the social network include an industry events calendar, blog postings, a speakers’ bureau, philanthropic updates and a variety of discussion forums.

“Since launching the CCPF, I’ve learned that reputable content from a variety of views makes the site very unique. It’s exciting to see that the material offered is being utilized and shared by professionals time and time again,” said Kathryn Jackson, creator and moderator of CCPF.

Anyone interested in becoming a member of the CCPF social networking site may sign up for the complementary membership at [www.contactcenter.ning.com](http://www.contactcenter.ning.com).

**About American Teleservices Association**

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA’s strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals. For more information about the Association or how to become a member, visit [www.ataconnect.org](http://www.ataconnect.org).

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**Relevant sites:**

[www.ataconnect.org](http://www.ataconnect.org)  
[www.contactcenter.ning.com](http://www.contactcenter.ning.com)

**Media Contact:**

Kim Brandt  
Director of Marketing and Member Acquisition  
(317) 816-9336  
[kim@ataconnect.org](mailto:kim@ataconnect.org)