



For Immediate Release

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For dvsAnalytics, Inc.:

Rachel Sauerbrey

Marketing Communications Manager

480.538.7744

RSauerbrey@dvsAnalytics.com

dvsAnalytics' CEO Honored by American Teleservices Association

Kathleen Kelly receives 2010 Chairman's Award for Distinguished Leadership

Scottsdale, Arizona — October 20, 2010: dvsAnalytics, a leading provider of [call recording](#), [screen recording](#), [quality monitoring](#), and [call center analytics](#), announced today that its President and CEO, Kathleen Kelly, has been awarded the American Teleservices Association's (ATA) 2010 Chairman's Award for Distinguished Leadership for her exemplary foresight and valued contributions to the association.

Kelly was presented with the award at a private reception hosted by the Chair of the ATA Board of Directors, Phil Grudzinski.

"This award is a tremendous honor, one that I accept on behalf of ATA volunteers nationwide," said Kelly. "The mission of the ATA is achieved through the work of committed members who are devoted to promoting, protecting and growing our industry. I am proud to work with these individuals and sincerely grateful for the recognition of my role in these ongoing efforts."

Kelly was also the 2008 recipient of the ATA's prestigious Fulcrum Award, which recognizes the extraordinary contributions to the ATA by outstanding individuals and company leaders in the field of teleservices. She has been an ATA member since 1988, serving as the President of the Arizona Chapter Board from 2004-2008 and Vice Chair of the Chapter Presidents Committee from 2008-2010. Kelly is currently on the Arizona Chapter Board, serving as its Education Chair.

"Kathleen has committed significant time and effort to advocating on behalf of our industry and the initiatives affecting policy and compliance," said Tim Searcy, ATA CEO. "She truly exemplifies the values of the ATA and we are honored to recognize her for tireless dedication and support."

About ATA

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. 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.

About dvsAnalytics

dvsAnalytics (formerly TDI, Inc.) is a leading provider of agent productivity and analytics solutions for enterprises and contact centers. Its award-winning technology, Encore, brings together call and screen recording, quality monitoring, performance management, coaching, and reporting into a unified solution for analyzing customer interactions, capturing business intelligence, and enhancing the customer experience. For more information, visit www.dvsAnalytics.com.