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## FOR IMMEDIATE RELEASE

### **PACE, BenchmarkPortal Partner to Improve Contact Center Training**

**November 9, 2017 (Indianapolis, IN)** – The Professional Association for Customer Engagement (PACE), formerly the ATA, and BenchmarkPortal, have joined forces to offer a wide array of certifications and educational opportunities for contact center employees.

“PACE prides itself with being the leader in the contact center industry,” PACE, Chief Executive Officer, Stuart Discount said. “Adding BenchmarkPortal’s services to our arsenal will ensure that our members are getting the information, training and resources they need to be the leaders in their fields.”

PACE will soon be offering BenchmarkPortal’s *College of Call Center Excellence* acclaimed professional training, which offers the latest versions of curricula originally developed at Purdue University two decades ago. The following courses will be made available to PACE members:

- Management Training
- Workforce Management
- Quality Assurance
- Coaching for Performance
- Supervisor Training
- Agent Training

BenchmarkPortal will create on-demand versions of all of the above courses, with the exception of its flagship Management Training course which will remain an in-person offering. Those who successfully complete the courses will receive certificates from BenchmarkPortal. Individuals who complete the WFM (workforce management), QA (quality assurance) and Coaching courses will also receive an additional “Operations Manager” certificate. Those who complete these three courses plus the in-person Management course will receive a “Master Manager” certificate.

In addition to providing the above courses, BenchmarkPortal and PACE will work together to identify topics of interest to PACE members. Every month, BenchmarkPortal will host webinars addressing these topics. These webinars will be archived and made available on both the PACE and the BenchmarkPortal websites.

“We partner with PACE to provide even more benefits to their members,” BenchmarkPortal CEO Bruce Belfiore said. “We work hard to make sure contact center managers, QA, supervisors and staff receive the training they need not only to grow individually, but as a team and organization as well.”

The new courses will be offered to PACE members at a significantly reduced rate and will be available beginning in January 2018.

**About PACE**

Founded in 1988, PACE is the only non-profit trade association dedicated exclusively to the advancement of companies that engage with customers via the contact center. The Association promotes its members' ability to provide outstanding customer service and sales solutions delivered via omni-channel communication including voice, email, chat, text and social media. In addition, PACE provides up-to-date and ongoing compliance education and accreditation for its members.

From its National Convention and Washington Summit to its Regional Chapter events, PACE provides the tools and opportunities that allow businesses to become involved and stay engaged through effective and efficient networking opportunities. [www.PaceAssociation.org](http://www.PaceAssociation.org)

**About BenchmarkPortal**

BenchmarkPortal's activities began in 1995 at Purdue University, and it is now the Industry Leader in Contact Center Benchmarking, Certification, Training, Assessments, Industry Reports, and Custom Consulting. BenchmarkPortal has grown with the industry and has gained global recognition for its experience and innovative approaches to customer contact best practices. Its mission is to help customer contact managers in all sectors to optimize their centers in terms of efficiency and effectiveness. [www.BenchmarkPortal.com](http://www.BenchmarkPortal.com)

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