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Deluxe Merchant Services Wins National Call Center Award of Distinction

Continued Leadership in Customer Care Recognized for 14th Consecutive Year

MINNEAPOLIS--(BUSINESS WIRE)-- Deluxe (NYSE: DLX), a trusted Payments and Data company, has been honored with the 2026 Call Center Award of Distinction by the Association of TeleServices International (ATSI). This marks the 14th consecutive year that the Deluxe Merchant Services customer care team has been recognized with this award, which measures the skills of professional call center agents throughout North America and the UK over a six-month period.

“At Deluxe, our primary core value is ‘Customers First,’” said Brian Mahony, President of Deluxe Merchant Services. “Receiving this honor for nearly a decade and a half truly demonstrates our commitment to customers, and highlights the clear, competitive advantage that our customer care team offers to Deluxe.”

Deluxe Merchant Services is a complete payment processing solution that supports a wide range of payment methods, simplifies PCI compliance, and ensures a seamless checkout experience. Its U.S.-based support team operates 24/7 via phone, email, and chat, maintaining an industry-leading average tenure of 36 months among front-line agents. On average, the team fields approximately 15,000 calls per month and continues to improve service benchmarks year over year.

ATSI administers an independent panel of judges to score call-handling skills for “enhanced service” applications, focusing their attention on the cornerstones of the Call Management Industry. Criteria measured include:

- Customer Relationship Management (CRM) Capabilities
- Courtesy to Caller
- Overall Professionalism
- Use of Proper Call Techniques
- Response Times
- Accuracy of Call

“The ATSI Award of Distinction was created to celebrate the agents who handle the most complex and high-stakes calls – those requiring advanced customer care, patience, and problem-solving,” said ATSI President Ryan Ambros. “As the demands of our industry grow and evolve, this award has become a symbol of excellence in navigating challenging call scenarios with empathy and expertise. It’s more than a recognition; it’s a statement that your team leads with quality, even when the call gets tough. ATSI is proud to recognize members who demonstrate this level of service every day, and we extend our congratulations to the staff of Deluxe on their proven quality service to its customers.”

The award began 25 years ago to improve the overall quality of the call center industry and ensure successful call handling experiences by measuring complex call handling procedures.

About Deluxe

Deluxe, a trusted payments and data company, champions business so communities thrive. Our solutions help businesses pay, get paid, and grow. For more than 100 years, Deluxe customers have relied on our solutions and platforms at all stages of their lifecycle, from start-up to maturity. Our powerful scale supports millions of small businesses, thousands of vital financial institutions and hundreds of the world's largest consumer brands, while processing more than \$2 trillion in annual payment volume. Our reach, scale and distribution channels position Deluxe to be our customers' most trusted business partner. To learn how we can help your business, visit us at www.deluxe.com.

About ATSI

The Association of TeleServices International was founded in 1942 as a national trade association representing live answering services. ATSI now encompasses companies across North America and the UK offering specialized and enhanced operator based services including: call centers, contact centers, inbound telemarketing (order entry), paging, voice messaging, emergency dispatch, fax, and internet services among others.

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