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Deluxe Merchant Services Wins National Call Center Award of Distinction for 13th Consecutive Year

MINNEAPOLIS--(BUSINESS WIRE)-- Deluxe (NYSE: DLX), a trusted Payments and Data company, has received the 2025 Association of TeleServices International (ATSI) Call Center Award of Distinction, recognizing the exceptional performance of the Deluxe Merchant Services customer care team. This marks the 13th consecutive year Deluxe has earned this national honor.

Presented at ATSI's 2025 Annual Conference in Phoenix, AZ, the Award of Distinction is used to evaluate professional call center agents across North America and the UK over a six-month period, with independent judges scoring teams on real-world call scenarios that require complex problem-solving and high-quality customer care.

"Being recognized 13 years in a row by ATSI underscores the extraordinary work of our customer service professionals, who bring skill, patience, and a deep commitment to our clients every day," said Brian Mahony, President of Merchant Services at Deluxe. "Customer support is not just a function—it's a strategic advantage that helps drive success for the thousands of businesses we serve."

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's judging panel evaluates call centers on key criteria, including:

- 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 Brianna Burke. "It's more than a recognition—it's a statement that your team leads with quality, even when the call gets tough."

Now in its 24th year, the ATSI Award of Distinction continues to elevate the standards of the call center industry by measuring sophisticated call-handling practices and rewarding organizations that lead with empathy, skill, and professionalism.

About Deluxe Corporation

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.

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