



**FOR IMMEDIATE RELEASE**

## **OptConnect Customer Care Team Receives 2023 ATMIA Outstanding Service Award**

*Extends OptConnect Customer Care Team Record of Industry Leading Support*

**(KAYSVILLE, Utah) February 15, 2024** – [OptConnect](https://www.optconnect.com), a longtime leader in managed wireless services, today received the ATMIA Outstanding Service Award. The ATM Industry Association (ATMIA) Awards aim to raise awareness of the creativity and hard work of industry professionals in promoting cash and ATM products and services to businesses and consumers worldwide.

“This recognition is a testament to the unwavering commitment and hard work of each member of our Customer Care team,” said Chris Baird, CEO of OptConnect. “The Outstanding Service Award reaffirms OptConnect's position as a leader in the ATM industry, not only in terms of technological innovation but also in unparalleled customer service. Our Customer Care team has consistently gone above and beyond to ensure that our customers receive the highest level of support and assistance.”

ATMIA is the leading non-profit trade association representing the global ATM industry. ATMIA serves members from over 650 companies across 70 countries, including financial institutions, independent ATM deployers, equipment manufacturers, processes, and others in the sector.

ATMIA recently held its 25th Annual US Conference from February 14-16 in Las Vegas, the largest and most highly regarded event for the ATM industry.

“The ATM Industry Association extends its warmest congratulations to all the 2023 ATMIA Award Winners,” said Lonnie C. Talbert, CEO of ATMIA. “Your dedication and innovation have significantly contributed to the advancement of the ATM industry. We deeply appreciate your unwavering support over the years and look forward to celebrating your continued success.”

OptConnect’s Customer Care Team works around the clock to ensure customers have what they need when they need it. Some of the team’s 2023 accomplishments include:

- Over 29,000 cases resolved
- 98% first-call resolution rate
- 24/7/365 Support

To learn more about OptConnect, please visit [OptConnect.com](https://www.optconnect.com). To learn more about ATMIA, please visit [ATMIA.com](https://www.atmia.com).

**About ATMIA**



ATMIA is the leading non-profit trade association representing the entire global ATM industry. ATMIA serves more than 9,000 members from over 500 participating companies in 65 countries spanning the whole ATM ecosphere, including financial institutions, independent ATM deployers, equipment manufacturers, processors and a plethora of ATM service and value-added solution providers. ATMIA provides education, advocacy and connections to help its members keep abreast of industry news and developments; increase knowledge and professionalism; improve operational efficiencies; understand and influence regulatory processes; participate in the local, regional and global ATM community; and forge new relationships to advance their businesses. Founded in 1997, ATMIA has active chapters in the United States, Canada, Europe, Latin America, Asia-Pacific, Asia, Africa, India and the Middle East focusing on the unique needs and issues of each region. For more information, please visit [atmia.com](https://atmia.com). Follow us on [LinkedIn](#), [Twitter](#) or [YouTube](#).

### **About OptConnect**

Established in 2009, OptConnect has rapidly emerged as a premier provider of IoT connectivity solutions, serving diverse sectors including ATMs, vending machines, smart safes, digital signage, security assets and irrigation systems. With the strategic acquisition of Premier Wireless Solutions (PWS) in 2021 and the recent add-on addition of M2MDataGlobal in 2024, OptConnect has solidified its global presence and commitment to delivering cutting-edge wireless connectivity solutions. Our mission remains focused on helping customers design, deploy, and manage their IoT initiatives.

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### **Media Contact**

Gateway Group

Christina Lockwood, Ryan Deloney

(949) 574-3860

[optconnect@gateway-grp.com](mailto:optconnect@gateway-grp.com)