

Corporate Overview

What ASC offers:

- Recording and analysis of business communications
- Customized solutions for contact centers, financial institutions and public safety organizations
- Intelligent speech and text evaluation methods

What you get:

- Precise examination of business processes
- Status of agent communications
- Protection from liability



ABOUT ASC

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

History

Since its founding on July 1, 1964, ASC has been a pioneering company with creative personnel and cutting-edge products. At first, ASC produced and distributed language teaching systems based on reel-to-reel recorders. In the mid-seventies, most of ASC's turnover came from high-end reel-to-reel recorders, cassette recorders, and tuners and amplifiers. In January 1981, ASC acquired the language teaching systems division from UHER in Munich and expanded its activities on a global scale. Since the mid-eighties, ASC focuses on the growing market of communications recording.

As early as 1992, the company pioneered digital voice-recording technology using DAT cassettes for archive storage. In April 1999, ASC acquired Kreutler telecom to form the largest provider of digital voice recording solutions in Europe. With the launch of MARATHON EVOLUTION at CeBIT 2003, ASC introduced the world's first Linux-based communications recorder.

A further milestone was achieved in 2003: the realignment of ASC as a provider of innovative software solutions for communication processes.

The first quality monitoring software – *INSPIRATION_{pro}* – was introduced. *INSPIRATION_{pro}* allows to methodically evaluate and analyze all communications between contact center agents and customers.

By the end of 2003, ASC released *EVO_{ip}*, a software-based Voice-over-IP recording solution, and demonstrated again its ability to incorporate leading-edge technologies. Here, ASC once again confirmed its position as a trendsetter in IP-based communications recording, the growth market of the future.

Today & Tomorrow

"Leadership in technology through innovation" - a guiding principle that perfectly describes ASC's current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions. ASC's business focuses on complex customized projects for recording and analyzing communications, implemented by highly qualified associates.

ASC customers will be able to obtain communications services like "water from a tap." On demand, as required, and always with the latest technology. Without any risk or pre-investment, but with maximum flexibility. All ASC products will shortly be "ASP ready" for these advanced operating models.

ASC solutions will also seamlessly integrate into the next-generation of the World Wide Web. Using artificial intelligence, extensive analysis and evaluation capabilities will even be able to detect emotions in the caller's voice and autonomously recognize and respond to the meaning and content of communications.

Not only technical expertise, but also comprehensive consultancy and flexible project management ensure ASC's customers a successful realization of their needs.

The company's quality management process has been meeting the ISO 9001 norm since 1996. To keep up with this challenging standard, all associates are continuously trained.



ASC Solutions Overview

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ASC offers advanced solutions to record, analyze and evaluate customers interactions and improve business performance.

Data Acquisition

The entire communication via telephone (traditional and IP), e-mail, web-chat, radio, and fax, as well as screen information and CTI data, is recorded:

- Platform independent
- On demand, bulk or selective
- Fail-safe
- Tamper-proof

Business Intelligence

Advanced applications are used to gather, access and analyze company operations. Business intelligence applications help companies gain a more comprehensive knowledge of their business.

ASC's business intelligence applications include:

- Content analysis
- Keyword spotting
- Speaker recognition
- Emotion detection
- Customer feedback

Performance Improvement

ASC's business intelligence application provide a comprehensive overview to facilitate decisions by company executives on:

- Training
- E-coaching
- Cost management
- Human resources management

Open Architecture

All ASC applications are based on an open architecture allowing high-level integration with customer environments. These integrations are essential for:

- On-demand services (ODS)
- Workforce management
- Customer relationship management (CRM)
- E-mail response management

Customer Benefits of ASC Solutions

- Precise and efficient analysis of communications
- Analysis of campaign awareness and effectiveness
- Visualization of customer experience
- Trend recognition
- Coverage of legal and corporate compliance
- Improvement of employee skills and business performance
- Improvement of employee loyalty
- Increased value and reduced costs through superior quality management
- Targeted communications among trainers and supervisors
- Agents motivated by effective training and instruction



Subject to change without notice. Please note that the maximum channel capacity is only valid under standard conditions. Depending on the usage, the complexity of a specific configuration, and the number and types of software applications installed, certain restrictions may apply. Please contact ASC for further information.

ASC Markets



Contact Centers

Contact centers want to remain competitive, increase efficiency and reduce overall costs. Customers expect superior service by well-trained and motivated agents. Both contact centers and customers expect the quality of service to improve over time.

The content and quality of customer interactions are often unknown. In contact centers, where communications serve as the sole business driver, competent and cost-effective service is crucial to stand out from the competition.

Call recording and quality monitoring fill the knowledge gap of "what is really going on" by monitoring business communications to gather a valuable data resource. Learning about the service level and core competencies, the primary goals of "quality monitoring," provides supervisors and agents with essential guidance and helps to fine tune an organization's communications skills.

Financial Institutions

The frenzied pace of trading in today's global markets makes customer service, order accuracy and regulatory compliance more crucial than ever. With business moving so fast for banks, brokers, traders, insurance companies and other financial enterprises, the smallest communications lapse can cause major problems unless it is detected and corrected. To stay on top, you need a reliable communications recording system that is user-oriented, with technologically advanced features, and designed to meet strict regulatory requirements.

With investors' capital on the line in every call, recordings are a critical piece of the audit trail. A clear, indisputable record of an order is a must for every risk and compliance strategy.

Public Safety Organizations

In public safety organizations, voice recording plays an integral role in the protection of people and property. Based upon an open and flexible architecture, ASC's products integrate with dispatch systems, as well as analog and digital voice networks. Intuitive interfaces combined with product reliability result in fast and accurate retrieval of information - often the difference between life and death in emergency situations.

To help prevent dangerous incidents airports must record and archive all air-traffic communications. ASC systems offer the highest data security through their redundant architecture and they precisely reproduce the temporal flow of any occurrence. This feature helps officials determine the reasons for security disturbances and other dangerous situations.

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