

# PRESS RELEASE

(Hoesbach/Germany, September 6, 2007)



## **ASC to Emphasize VoIP Recording and Quality Monitoring Solutions at Annual Call Center Exhibition**

**Annual Call Center Exhibition (ACCE), San Diego Convention Center,  
San Diego, CA, September 10<sup>th</sup> to 12<sup>th</sup>, ASC Booth #136**

*Hoesbach/Germany, September 6, 2007* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced its participation at the Annual Call Center Exhibition (ACCE), September 10th to 12th, San Diego State Convention Center, San Diego, CA, booth #136. The company will highlight its VoIP recording and quality monitoring solutions.

ACCE is sponsored by the International Customer Management Institute (ICMI), a global leader in the contact center industry. Last year, 1,700 people attended this prominent event, representing 38 countries and all 50 states.

ASC's renewed focus on the North America market has been orchestrated by its new Chief Operations Officer, Harald Zapp, who will be travelling specially from Europe to attend with the Vice President of Sales, North America, Jim Thompson. Both company officials will be available for interviews by appointment.

Harald Zapp said, "We will demonstrate why our VoIP recording and quality monitoring solutions are unsurpassed in the marketplace and therefore preferred in call centers, financial institutions and other mission-critical environments."

VoIP recording, based on ASC's award-winning software solution, *EVO<sub>ip</sub>*, captures telephone calls from the network using both active and passive solutions to store, play back and archive the entire interaction.

Quality monitoring systems include the versatile *INSPIRATION<sub>pro</sub>*, a user-friendly, browser-based software system designed to evaluate and analyze phone calls, screen activity, e-mails and chat. New advanced options let companies start recording based on any event on the agent's desktop, analyze the content of recorded calls through keyword spotting, and obtain immediate customer feedback.

Specially for mid-size and smaller companies, ASC presents an integrated quality monitoring solution (IQM), an all-in-one package with the quality monitoring system, *INSPIRATION<sub>compact</sub>*. It provides traditional, hybrid or pure IP voice recording in a scalable and affordable investment.



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### **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.

“Leadership in technology through innovation” is 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.

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.

### **For more information, contact:**

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