

# PRESS RELEASE

(Hoesbach/Germany, April 14, 2010)



## **ASC Develops Contact Center Market in Poland**

***East European Growth Continues with Sponsorship of Customer Contact Management Summit and New Office in Warsaw***

*Hoesbach/Germany, April 14, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new quality monitoring solution, INSPIRATIONpro 10.0, at the Customer Contact Management Summit, Warsaw, Poland, at Courtyard by Marriott Hotel, on April 22-23, 2010.

The conference will emphasize a holistic approach to clients with 30 speeches; three topic sessions on customer acquisition, contact centers and customer service; and experts for consultation in banking, insurance, telecommunications and retailing. ASC, a sponsor of the event, will participate with an exhibition booth, speech and presentation.

Robert Rauzer, Business Development Manager of ASC in Poland, will hold a presentation titled, “Quality Management: The Enemy or the Ally for Agents and Service?” He manages the recently opened ASC office in Warsaw to facilitate customer service and technical support. Mr. Rauzer has more than 15 years experience in information technology, including multi-platform experience in telecommunications systems, applications and solution support.

Guenther Mueller, CEO & Chairman of ASC, said, “ASC’s new office in Poland and the sponsorship of the Customer Contact Management Summit mark a continuing focus on Eastern Europe based on the area’s expanding growth opportunities. We are happy to offer comprehensive quality management solutions to support a wide variety of enterprises in the region.”

ASC is presenting a new software to improve customer service and efficiently train agents with its market introduction of INSPIRATIONpro 10.0. New features will foster an enterprise-wide impact via business process optimization, encompassing speech analytics, stringent data security and the ability to deliver customized instructions directly to the agent’s desktop.



### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATION<sub>pro</sub>* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in Great Britain, France, Switzerland, Poland, Middle East, the United States, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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