

# PRESS RELEASE

(Hoesbach/Germany, July 22, 2009)



## ASC Wins Largest Call Center Project in Europe

- **ASC signs framework contract with Deutsche Telekom**
- **33 call centers with more than 10,000 agents will be equipped with ASC's quality management software, INSPIRATION<sub>pro</sub>**

*Hoesbach/Germany, July 22, 2009* – ASC telecom AG, headquartered in Hoesbach, Germany, a leading global provider of innovative quality management solutions, signed a framework contract with Deutsche Telekom for the delivery of software for improving quality as well as optimizing processes of all Telekom in-house call centers. During the tendering procedure, ASC was able to stand up to numerous international competitors.

“We are pleased with the decision of Deutsche Telekom to equip its call centers with our quality management software. For ASC, this order is a mark of confidence and an important milestone on the way to becoming the European market leader for workforce optimization solutions,” said Günther Müller, Chairman & CEO of ASC.

The framework contract covers the planning, projecting, delivery and implementation of ASC's quality management software, INSPIRATION<sub>pro</sub>, for more than 10,000 call center agents at 33 locations as well as the education of agents, trainers and supervisors.

Gerald Otto, Head of Business Performance Management & International Affairs of T-Mobile, said, “Quality is the central subject for the newly inaugurated inbound call centers of Deutsche Telekom. ASC's solution meets our specific requirements and contributes to considerably improved quality in customer service for Deutsche Telekom and therefore enhances customer satisfaction remarkably.”

INSPIRATION<sub>pro</sub> is used in call centers to continuously measure and improve the quality of customer contacts through agents' training. In this way, opportunities for improvement in contact center operations are identified and, by evaluation of customer calls, processes are optimized to guarantee improved customer service. The software module “eCoaching” thus supports call center agents' education in live operations.



### **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, Poland, Switzerland, 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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