

PRESS RELEASE

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ASC Adds Email Response Management to Its Quality Monitoring Solution

INSPIRATIONpro More Powerful, Efficient and Accurate

Hoesbach, Germany, March 06, 2006 – ASC (www.asctelecom.com), a leading provider of communication recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations, today announced the addition of email response management (ERM) to INSPIRATIONpro, its premier quality monitoring solution.

ERM systems automate email acknowledgements and responses to standard customer inquiries. They minimize workload in a multi-channel environment and ensure a high-quality, well-written and credible response to customers. When integrated into ASC's quality monitoring software, INSPIRATIONpro, they allow systematic and standardized monitoring with identical evaluation templates for all media types, including voice, e-mail, fax and computer screen.

Dr. Gabriele Nowatzyk, Director of Solutions for ASC, said, "To ensure quality in customer communications, call centers today must include emails, faxes, letters and other media types in their quality monitoring systems. Companies must guarantee superior service levels for all their customers."

INSPIRATIONpro now works with a wide range of ERM systems, including the popular "Mailminder" from Xtramind. When the products are integrated, supervisors may monitor agents "cross channel," by reviewing calls, emails, faxes or mailed correspondence. This broad examination lets supervisors generate more accurate reports and pinpoint agents who may be better in one media type than another.

Guenther Mueller, Chairman and CEO of ASC, said, "Email response management and quality monitoring systems work together to create a superior contact center environment. ERM companies such as Xtramind



offer extensive technological expertise in many of our markets, and their personnel often suggest new synergistic ways to integrate our systems.”

INSPIRATION^{pro} offers a number of unique features. Flexible templates are used for evaluation and scoring, and agents may train by listening to their own calls. Remote playback lets supervisors directly access calls through a WAN connection and a user-friendly, browser-based interface. The product uses the industry-standard Crystal Reports as its reporting engine, and an evaluation wizard customizes and fully reflects the supervisor’s requirements in an easy and intuitive manner.

Agents may work from any station since the product automatically tags the calls through their network login IDs. To save specific calls for later assessment or verification, users may click on a desktop icon to activate Record-on-Demand.

About ASC

ASC is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC’s communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC’s quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, United Kingdom, France, Switzerland, Hong Kong and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Etrali, Mitel, NEC, NextiraOne, Nortel, Siemens and T-Systems, allowing customers to easily implement ASC solutions in almost every environment.

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