

PRESS RELEASE

(Hoesbach/Germany, July 10, 2009)



BSH Home Appliances in UK Achieves Immediate Improvement with ASC's Quality Monitoring Solution

Major Improvements in Customer Service shortly after implementation of INSPIRATION_{pro} and EVO_{ip}

Hoesbach/Germany, July 10, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, installed its quality monitoring solution INSPIRATION_{pro} with its VoIP recording software EVO_{ip} at two locations in UK and Ireland of BSH Home Appliances. Shortly after implementation the client achieved major improvements in customer service. BSH Home Appliances Ltd. is a subsidiary of BSH Bosch and Siemens Group, one of the world's leading manufacturers of home appliances and number one in Western Europe.

BSH was already delivering a high level of customer service to its customers, regularly coming first in independent surveys. However, after just a few weeks using INSPIRATION_{pro} BSH noticed several opportunities to enhance their customer service levels further. INSPIRATION_{pro} enabled BSH to quickly build their own templates for evaluating the different call types which are handled by their agents. The supervisors praised the solution for its effectiveness and user-friendly operation. The module for agent feedback in the quality monitoring solution encouraged their engagement in the process.

Colin Embling, Call Center Operations Manager for BSH, said, "Our team leaders have been very positive about how user-friendly they have found the INSPIRATION_{pro} software and on the quality of training delivered by ASC. BSH was able to benefit from the ASC system even in the first few weeks of use. We identified specific areas for improvement which were achieved through one to one coaching with our customer service advisors."

BSH needed a call recording and quality monitoring solution, primarily for training its agents and also to allow complaint investigation. A centralized system, integrated with the company's Avaya contact center, was sought initially for 88 agents at the Kettering call center, and allowing for recording of further agents at the company headquarters in Milton Keynes.

ASC provided an integrated solution comprising of EVO_{ip} recording software with INSPIRATION_{pro} quality monitoring and CTI to capture call data. An ADI application was also included to capture the agent's Windows login ID.



EVO^{ip} records all of the agent calls and the screen recording module of INSPIRATION^{pro} captures all screen activity. All voice, screen data and CTI data is stored on Network Attached Storage (NAS).

INSPIRATION^{pro} was installed for quality monitoring. A special training module encouraged agents to review supervisor evaluations and provide their own feedback. Licenses were ordered to allow nine simultaneous evaluations of voice and screen recordings.

For details, please download the entire case study at http://www.asctelecom.com/english/case_studies.html.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection whereas time and costs for implementation are reduced to a minimum.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore as well as certified distribution partners, ASC is represented in more than 60 countries worldwide. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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