

PRESS RELEASE

(Hoesbach/Germany, July 29, 2010)



Call Centre Expo 2010

ASC and Crealog Launch Speech Analytics Campaign for Quality Improvement in Contact Centers

Hoesbach/Germany, July 29, 2010 – ASC (www.asctelecom.com) and Crealog (www.crealog.com) are joining forces. Prior to the Call Centre Expo Show (www.callcentre.co.uk) in Birmingham, September 21-22, 2010, both companies will launch a joint quality and customer satisfaction campaign. ASC offers innovative solutions to record, analyze and evaluate multimedia-based communications while CreaLog provides comprehensive expertise in speech analytics. The campaign is designed to increase service quality and customer satisfaction in a measurable way. Early results of this partnership include customer success stories in South Africa, UK and Germany, which have been jointly realized by ASC and CreaLog.

Business Process Optimization

ASC and CreaLog will focus on recording, analysis and evaluation of contact center communications. The content of these communications is analyzed automatically and then used to optimize business processes and to improve the quality of customer interactions.

ASC's and Crealog's Speech Analytics Campaign improves agent performance and business processes

The analysis and evaluation of countless communications enabled by speech recognition helps to identify critical business issues, such as:

- Is the contact center agent adhering to company call handling policy?
- Do the agent's skills match the requirements of certain campaigns?
- Does the contact center meet key performance indicators (KPIs)?
- Does the agent achieve campaign goals?
- Does the customer or agent appear to be nervous, impatient or unhappy?
- Does a call relate to current marketing campaigns?

Leading-edge speech technology from CreaLog enables contact center managers to identify the most interesting, critical and useful interactions among an otherwise unmanageable number of conversations. In this way managers or supervisors can



proactively listen to key and important parts of conversations, to verify gaps in agent performance and initiate appropriate training and coaching.

In addition, the content of recorded communications is automatically categorized and evaluated to gain insights into topics, such as:

- Quality of a company's products and services;
- Success of campaigns to introduce new products and other marketing goals;
- Quality of business processes; and
- Frequently asked questions (FAQs) and other customer issues.

Speech analytics enables an efficient analysis and identification of customer requirements and can be used to optimize business processes, thus creating a cycle of continual increases in customer satisfaction.

Customer Feedback: Score Rating

ASC and CreaLog will also exhibit an automated survey program designed to measure customer satisfaction immediately after a call:

After the conversation between the customer and the agent has ended, the call will be automatically transferred to a customer feedback module, or the customer will be called back. The customer can then rate the information or service level by answering specific questions in an interactive dialogue, either by voice or key press. Oral comments can also be added to questions such as:

- How do you evaluate the friendliness of the agent?
- How do you value the approach / suggested solutions of our service team?

The customer will score the call, for example by using a scale from 1 (very good) to 5 (poor).

Thus, the current status of customer satisfaction can be documented as an automatic real-time statistic, thus enabling root cause analysis.

Statement from Michael Kloos, Managing Director of Crealog

“Basically, every contact center has a need for this type of solution to continuously analyze their agent's performance in an objective manner. Supervisors are able to carry out assessments more effectively and agents are assessed fairly. Quality becomes measurable and ultimately customers receive a much better service.”



Statement from Guenther Mueller, Chairman & CEO of ASC

“Service quality and efficiency are the driving factors for the success of any contact center. I am convinced that our solutions crucially contribute to increase service quality and reduce cost in enterprises.”

Visit us at the Call Centre Expo (www.callcentre.co.uk)

On September 21st – 22nd, 2010, NEC, Birmingham

ASC stand B10

About CreaLog

A cutting-edge company with all the best references, CreaLog is the leading vendor of speech dialog systems across 26 countries in Europe. The fully web-administrable CreaLog Voice XML Platform operates with a total of approx. 41,000 installed lines at more than 400 clients in over 30 branches of industry. Voice portals from CreaLog ensure the highest standard of dialog quality on the basis of natural language speech recognition. The portals are able to recognize and intelligently process a large number of words and whole sentences in 44 languages. CreaLog Portals also support human-sounding synthetic-speech systems from the world's leading providers.

The CreaLog Voice Portal, Unified Messaging and CTI solutions for corporate customers and telecoms won “Best of CeBIT Award” in 2005 and 2006 – mainly for its Interactive Voice Video Response. In 2008 and 2009 alone, CreaLog gained several other distinctions.

More information: www.crealog.com

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_{pro}* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Great Britain, Japan, Poland, Singapore, Switzerland, UA Emirates and USA as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.



For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany

Contact: Katrin Henkel, Manager PR & Communications

Phone: +49 6021 5001-264

Fax: +49 6021 5001-310

E-mail k.henkel@asc.de

Internet www.asctelecom.com