

PRESS RELEASE

(Hoesbach/Germany, December 22, 2010)



ASC to Present Business Process Optimization Solutions at Call Center World 2011

Hoesbach/Germany, December 22, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced it will present its business process optimization (BPO) solutions at Call Center World 2011, Estrel Convention Center, Berlin, Germany, February 21-24, 2011, at booth C2a, Hall 4.

Widely considered the leading event in Europe for customer management and the call center industry, Call Center World 2011 will host more than 7,500 visitors and 260 international exhibitors, suppliers and service providers from 10 countries. ASC, a sponsor of the event, will demonstrate how to expand the measurement and control of customer service into almost all corporate areas through BPO solutions encompassing communications recording, speech analytics, quality management, eLearning and workforce management.

Bernd Engel, Director, German Sales of ASC, said, “Contact center interactions represent ‘moments of truth’ and an essential juncture between companies and their clients when all information comes together. BPO can structure and analyze the data they provide to reveal improvement potentials throughout contact center operations including processes, marketing, sales activities, time of reaction and problem analysis. As a result, campaigns become more efficient, and costs of ownership are significantly reduced.”

Engel went on to describe some functions of BPO. Speech analytics, a key component, can provide automatic categorization of calls for high-volume contact centers with an otherwise unmanageable number of conversations. Voice and screen recording, as well as quality monitoring, provide valuable input and analysis to improve agent performance. eLearning delivers customized training to each agent’s desktop, creating a loop of continuous instruction. Workforce management can match the right quantity of employees with the right skills to the right job at the right time.

Visitors are invited to find out the potential of their customer interactions at ASC’s booth C2a as well as in the communications lounge and at the coffee bar in Hall 4.



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, Japan, Poland, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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