

# PRESS RELEASE

(Hoesbach/Germany, February 8, 2010)



## **ASC to Introduce New Quality Monitoring Solution, INSPIRATIONpro 10.0, at Call Center World**

### ***Company to Co-Sponsor Event and Discuss Business Process Optimization***

*Hoesbach/Germany, February 8, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new quality monitoring solution, INSPIRATIONpro 10.0, at Call Center World, Berlin, Germany, at the Estrel Convention Center, Hall 4, booth C2a, on February 8-11, 2010.

The conference, one of the leading events for call centers in Europe, will feature 60 speakers and is expected to attract more than 7,500 visitors in knowledge management, networking, and supply and service provision. ASC, co-sponsor of the conference, will exhibit its solutions in the Live Call Center and feature a presentation by its Head of Business Development, Bernd Engel, on the integration of call center functionality with other business departments and I.T. systems.

Guenther Mueller, Chairman and CEO of ASC, said, “This year, ASC will play an integral role in Call Center World. We look forward to offering a full demonstration of our capabilities, including both the latest version of our quality monitoring solution, INSPIRATIONpro 10.0, and the enterprise-wide implications of business process optimization.”

One prominent new feature offered by INSPIRATIONpro 10.0 involves automated muting to avoid storage of credit card security codes (CSC). Previously available only as a manual override, this capability will provide fail-safe compliance with the stringent requirements of the payment card industry data security standard (PCI DSS).

The product will also improve recent innovations in speech analytics, designed to categorize calls for larger organizations with an otherwise unmanageable volume of communications. This capability has been expanded in Version 10.0 to allow complex searches beyond those available in the GUI (graphical user interface).

The eLearning module has also been refined in Version 10.0 with new capabilities for supervisor interaction. This module spots the weak points in individual agent training and delivers customized instruction directly to each desktop, thus creating a loop of continuous learning.



### **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, Switzerland, Poland, Middle East, 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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