

PRESS RELEASE

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ASC to Introduce New Release INSPIRATIONpro 8.0 at Call Center World

Quality Monitoring Solution Includes “On-Demand Services”, Modern Speech Technology and Integration with Other Business Intelligence Systems

Hoesbach/Germany, February 19, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will exhibit a new version of its quality monitoring solution, INSPIRATIONpro 8.0, at CallCenterWorld in Berlin, Germany, from February 19-21, 2008, at booth C2a in Hall 4.

The annual event, now in its 10th year, is Europe’s largest trade fair for call centers and customer management and is expected to attract over 6,500 visitors.

INSPIRATIONpro 8.0 is now ready to be provided as On-Demand Services, a revolutionary new sourcing concept for quality-monitoring. Just as consumers receive electricity without building their own power station, on-demand products give service providers the possibility to provide centralized service and deliver it like “water from a tap.”

Harald Zapp, Chief Operating Officer of ASC, said, “We are proud to inaugurate our new On-Demand program with INSPIRATIONpro and will soon extend it to our entire product portfolio. The feature-rich, innovative nature of INSPIRATIONpro 8.0 makes it ideal for this approach.”

Mr. Zapp went on to describe the product’s new capabilities, emphasizing the use of speech technology and automated analysis as well as integration with the unique IT environment of contact centers, including IP phone systems, e-learning, workforce management and data warehouse solutions.

INSPIRATIONpro helps call center managers learn about their agents’ service level and thus fosters a continuous improvement process. It provides a detailed and automated analysis of recorded calls by using a sophisticated transcription and speech mining capability.

The product lets supervisors add written comments to voice files with actual customer interactions for best/worst practice examples. A customer feedback module is available as well. Research shows if customers receive poor service and are able to report it the same day, they are more likely to return with new business.



A recording decision preview, an especially useful new feature provided with INSPIRATION_{pro} 8.0, integrates the call recorder deeper with the ACD system. It reduces the hang-up rate by notifying the customer about call recording only when it will actually occur.

Other features with INSPIRATION_{pro} include real-time contact between agents and supervisors without the customer's knowledge, a user-friendly browser-based interface for access from any location, and rapid analysis of calls for contact centers with a high volume of data.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

"Leadership in technology through innovation" is a guiding principle that perfectly describes ASC's current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

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