

NEWSFLASH

(Hoesbach/Germany, April 23, 2010)



Neckermann.com selects ASC VoIP Recording & Quality Monitoring Solution

ASC's Partner Bumicom in the Netherlands, delivers, implements and supports the project

Hoesbach/Germany, April 23, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced that after careful consideration, Neckermann.com has selected Bumicom (www.bumicom.com), ASC's recommended partner in the Netherlands, for the delivery, implementation and support of an VoIP Recording and Agent Quality Monitoring solution for their Customer Service.

This turn-key project in the Netherlands includes the *EVO_{ip}* VoIP recording and *INSPIRATION_{pro}* quality monitoring solution from ASC.

ASC and Bumicom are proud to announce this partnership with Neckermann.com and looking forward to the cooperation.

If you would like to hear more about the business case, please contact us at info@bumicom.nl or visit <http://www.bumicom.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 Great Britain, France, Switzerland, Poland, Middle East, North America, 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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About Bumicom

Bumicom is a leading provider of innovative solutions to record, analyze and evaluate multimedia-based communications. Bumicom'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. For more information: <http://www.bumicom.com>



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