

PRESS RELEASE

(Hoesbach/Germany, August 5, 2010)



ASC to Exhibit Award-Winning Quality Management Software Solutions at Call Centre Expo 2010

Hoesbach/Germany, August 5, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced it will demonstrate its quality management software, INSPIRATION_{pro} 10.0, and its VoIP recording solution, EVO_{ip} 10.0, at Call Centre Expo 2010, at the NEC, Birmingham, England, September 21-22, 2010, at Stand B10.

Call Centre Expo provides Europe's largest supplier marketplace for solutions to the contact centre industry. The event will include workshops, keynote presentations and seminars from industry specialists and will provide an ideal backdrop for networking. Contact centre professionals will benefit from this unique opportunity to exchange knowledge and insight about the latest contact centre issues and business challenges. ASC will show how its solution portfolio supports "Business Process Optimization," a new approach encompassing communications recording, quality management, speech analytics, e-learning and workforce management, enriched with vital information from CRM and ERP systems.

Guenther Mueller, Chairman and CEO of ASC telecom AG, said, "We are pleased to be exhibiting at Call Centre Expo for the fourth year in a row. Our solutions help organizations achieve excellence through e.g. an increase of 'First Contact Resolution', a capability essential for long-term customer retention as well as agent efficiency. And our new 'smart' solutions help contact centres impact their business on an enterprise-wide level in a way unimaginable a few years ago."

Mr. Mueller went on to highlight the value of speech analytics: by automatically categorizing and evaluating calls, it assesses numerous customer interactions, particularly useful for high-volume contact centres. Through keyword spotting, emotion detection and speech-to-text transcription, speech analytics helps organizations find out what customers are really saying about their business.

ASC will also show how its systems help organizations achieve PCI DSS compliance; provide recording for organizations of varying size, ranging from 10 to 500+ channels; offer integrated VoIP and traditional TDM recording including trunk or extensions; and work with a wide range of IP phone systems including Aastra, Alcatel, Avaya, Cisco, Genesys, Mitel, Nortel and Siemens.



ASC comes to Call Centre Expo '10 celebrating its recent success, winning Europe's largest contact centre project for Deutsche Telekom, providing quality management for more than 10,000 agents at 33 locations.

ASC will offer visitors to its stand a live demo highlighting the functionality of INSPIRATION^{pro} 10.0, as well as the opportunity to enter a free prize drawing and win an Apple iPad.

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, United Arab Emirates and the United States 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, PR & Communications Manager

Phone: +49 6021 5001-264

Fax: +49 6021 5001-310

E-mail: k.henkel@asc.de

Internet: www.asctelecom.com