

# PRESS RELEASE

(Hoesbach/Germany, August 31, 2009)



## **ASC to Introduce New QM Software at Call Centre Expo in Birmingham, UK**

### ***Quality Monitoring Solution Incorporates Speech Analytics and eLearning***

*Hoesbach/Germany, August 31, 2009* – 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 introduce INSPIRATIONpro 9.0 at Call Centre Expo 2009 in Birmingham, England, on September 22-23, 2009.

Call Centre Expo, now in its 11th year, is one of Europe's top exhibitions and conferences for customer contact and integrated customer management solutions. Over 5,000 attendees are expected to visit 250 suppliers and listen to six keynote addresses. INSPIRATIONpro 9.0 is new quality monitoring solution from ASC. It features speech analysis with emotion detection, keyword spotting and transcription; an eLearning module to send customized educational material directly to the agent's desktop; and increased data security to help comply with the high standards set by PCI (payment card industry).

Guenther Mueller, Chairman and CEO of ASC, said, "INSPIRATIONpro makes it easier for contact center managers to get their job done. Its speech analytics software provides extended evaluation and reporting features based on the actual meaning of the conversation."

INSPIRATIONpro helps call center managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. Other features include real-time contact between agents and supervisors without the customer's knowledge, and a user-friendly browser-based interface for access from any location.

The speech analytics software in INSPIRATIONpro 9.0 identifies the most interesting, critical and useful interactions among an otherwise unmanageable number of conversations. It thoroughly analyzes customer needs to establish continuous agent improvement and optimization of corporate processes. The speech analytics now includes a sophisticated multi-language module.

ASC's new generation of solutions also support the use of Citrix software for application virtualization, thus letting contact center managers streamline internal administration through central data administration with local access to the data.



### **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, Poland, Switzerland, 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.

### **For more information, contact:**

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