

PRESS RELEASE

(Hoesbach/Germany, August 8, 2008)



ASC's E-Coaching Solution Improves Customer Support from Gizmo, Australia

INSPIRATIONcompact Provides Scaleable Features, Dynamic Recording Mode and Modular Architecture

Hoesbach/Germany, August 8, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, installed its integrated recording and quality monitoring solution, INSPIRATIONcompact, at Gizmo Corporation, Ltd., an Australian firm providing comprehensive in-home and phone support for a wide range of residential technologies.

Gizmo uses INSPIRATIONcompact for agent coaching, coordination of marketing messages and product positioning. It helps to analyze Gizmo's CRM system, and has led to three separate upgrades, improved workflows and reduced average handling time (AHT).

User-friendly features and training support include free seating for agents, browser-based design, bookmarking and the ability to embed remarks in recorded calls.

Troy Fox, CTO of Gizmo Corporation, said, "Gizmo is a relatively young company, and the capability of INSPIRATIONcompact to expand and adapt to our growth surpassed all our expectations. The solution let us pinpoint the areas needed for agent training and even helped managers outside of our contact center identify areas they could improve."

Gizmo Corporation already grew from 13 to 50 agents in just one year. The product's modular architecture lets Gizmo select and add new features depending on its future growth. The solution also handles the increased volume of calls because its dynamic recording mode covers a large number of agents with a limited number of channels through an automatic rotation process.

The system is compatible with Gizmo's Mitel IP phone system and allows access from remote Mitel TeleWorker handsets. It also works with the company's Microsoft Dynamics CRM, Microsoft Dynamics GP and Microsoft Office Communications Server.

About Gizmo Corporation

Based in Australia, Gizmo Corporation provides comprehensive in-home or phone technical support for a wide range of technologies used in the home. It was formed to facilitate computer use and related devices to ensure the most fulfilling inclusion of electronic equipment in its clients' everyday lives.



The company's support services include home networking, repairs and tune-ups, upgrades, web and email security, and data management. It offers a unique no fix/no fee guarantee.

About CVT Solutions

INSPIRATION^{compact} was installed through ASC's distributor, CVT Solutions, a provider of telephony solutions with over 3,000 clients. The company is based in Sydney and Melbourne, Australia.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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, obtain legal protection and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection since time and costs for implementation are reduced to a minimum.

ASC software is multi-tenancy capable. Customers obtain communications services from a provider like "water from a tap" -- on demand, as required, and with maximum flexibility. In such an on-demand scenario, customers benefit from a sophisticated communications recording and analyzing platform without financial pre-investments. The multi-tenancy capability of ASC's solutions gives service providers the opportunity to open up new business sectors.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore, as well as certified distribution partners, ASC is active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany

Contact: Katrin Henkel, PR & Communications

Phone: +49 6021 5001-264

Fax: +49 6021 5001-310

E-mail: k.henkel@asc.de

Internet: www.asctelecom.com