

PRESS RELEASE

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ASC to Introduce INSPIRATIONpro 7.0 at Call Centre Expo in Birmingham, UK

ASC Stand F65

Hoesbach/Germany, September 6, 2005 – ASC (www.asctelecom.com), a leading global provider of communications recording solutions for contact centers, financial institutions, and public-safety and government organizations, will announce the latest version of its quality monitoring system, INSPIRATIONpro 7.0, at Call Centre Expo, to be held in Birmingham, England, on September 28-29.

The software solution incorporates new innovations in "smart" technology throughout the entire quality and training process. Offline word spotting allows analysis of recorded calls by searching for business-critical key words. Similarly, integration with ASC's SCREENscan may be used to start recording based on any activity on the agent's desktop such as the appearance of a specific window within the CRM application or the selection of any item on a pull-down menu.

Maximum flexibility allows rapid reaction to multiple call situations. Agents may initiate online voice or screen monitoring at any time by the click of a button or may contact the supervisor while the call is in process. Supervisors may then provide immediate assistance by either interacting directly with the agents' computers or posting messages on their monitors.

Gabriele Nowatzky, Director Solutions at ASC, said, "The power of our new quality monitoring solution, INSPIRATIONpro 7.0, is based on its ability to train agents immediately — through direct contact with supervisors during difficult customer interactions. Since supervisors may actually control the agent's computer, they can demonstrate how to solve a specific problem in real time, the best way for a customer representative to learn."

Ms. Nowatzky went on to praise how the solution may be used for post-interaction analysis as well, specifically its word spotting and data mining process for calls already recorded.

For the first time, INSPIRATIONpro 7.0 provides a customer feedback module. This totally integrated IVR survey application lets the customer comment immediately after completion of the agent's conversation. Statistics show customers able to report bad experiences are less likely to defect than those who aren't.



The module also allows a scientific check on the whole quality monitoring process since supervisor ratings of the agents should correspond to customer remarks.

Other new features of INSPIRATIONpro 7.0 include 1) the ability to bookmark specific segments of a recording; 2) the easy composition and distribution of sessions for instruction; and 3) inclusion and retrieval of calls in written reports.

Similar to the previous version, INSPIRATIONpro 7.0 allows free-seating since it automatically tags calls based on the agent's network I.D. It is browser-based for easy access and provides user-friendly interfaces requiring a minimum of training. The solution uses the industry-standard Crystal Reports as a reporting engine and allows the customization of templates through an evaluation wizard. Digital interfacing with the company's phone system may avoid the need for costly CTI integration.

All ASC solutions are compatible and reinforce each other's capabilities. For example, INSPIRATIONpro supports the entire functionality of ASC's communications recording system, MARATHON EVOLUTION, for traditional telephony, Voice Over IP and hybrid solutions. As a result, current ASC clients may easily add INSPIRATIONpro to their infrastructure without any redundancy.

About ASC

ASC, headquartered in Hoesbach, Germany, is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, UK, France, The Netherlands, Switzerland and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Etrali, Mitel, NEC, NextiraOne, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

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