

# PRESS RELEASE

(Hoesbach/Germany, March 15, 2010)



## **ASC to Demonstrate New Quality Monitoring Solution at Strategie Clients Exhibition in Paris**

*Hoesbach/Germany, March 15, 2010* – 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 demonstrate its new quality monitoring solution, *INSPIRATION<sub>pro</sub> 10.0*, at the Stratégie Clients Exhibition, Paris, France, at Porte de Versailles, Hall 1, on March 16-18, 2010.

The exhibition will gather professionals in marketing, client relations and CRM in the same place and will provide an overview of the latest contact center services, solutions and innovations. It will feature 200 exhibitors and is expected to attract more than 12,000 visitors interested in these fields becoming the most important exhibition for customer acquisition, retention and management.

Andrea Carniti, Commercial Director of ASC telecom SAS, said, “We look forward to demonstrating our next-generation communications recording and analysis capabilities to this unique audience. Our quality monitoring solution, *INSPIRATION<sub>pro</sub> 10.0*, is particularly suited to this show because of its enterprise-wide impact on business process optimization.”

The product will improve recent innovations in speech analytics, designed to categorize calls for larger organizations with an otherwise unmanageable volume of communications. This capability has been expanded in Version 10.0 to allow complex searches beyond those available in the GUI (graphical user interface).

The eLearning module has also been refined in Version 10.0 with new capabilities for supervisor interaction. This module spots the weak points in each agent’s performance and delivers customized instruction directly to their desktops, thus creating a loop of continuous learning.

Another prominent new feature offered by *INSPIRATION<sub>pro</sub> 10.0* involves automated muting to avoid storage of credit card security codes (CSC). Previously available only as a manual override, this capability will provide fail-safe compliance with the most stringent requirements of the payment card industry data security standard (PCI DSS).

### **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<sup>pro</sup> 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, 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.

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