

### Interview

## Trends and Evolution in Technology

An interview with Patrick Salg, (PS) about trends and evolution in technology.

**ECCCO: How do you see contact center technologies converging during the next few years – for example, CRM and quality management?**

PS: In today's contact centers, the convergence of platforms for customer relationship management (CRM), workforce management (WFM) and quality management (QM) makes it easier to consolidate and maintain data instead of duplicating it in multiple systems. As a result, agent data from the QM system can be used in CRM to provide a comprehensive overview of customer interactions and satisfaction.

QM data can also be effectively incorporated in WFM solutions through a master data center used to automatically assign agents' shift schedules, allocation, placement and training according to the determination of skill levels. The final result is a customized package designed to improve efficiency and productivity, lower administrative and payroll costs, and automate standard business processes.

**ECCCO: What role will “cloud computing” play in contact center operations and the business world in**

**general? How will it affect the hardware/software mix in contact center solutions?**

PS: With cloud computing, companies can benefit from infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS) and software-as-a-service (SaaS) technologies for their contact center. Long deployment cycles and huge capital investments have become obsolete. You can quickly access software and increase capacity via a standard Web browser, generating high value from mission-critical enterprise applications — with little or no upfront capital investment.

**ECCCO: What steps is ASC taking to protect privacy in recording customer interactions? Do you think there has been an erosion of privacy during the past five years, and how can it be prevented in the future?**

PS: During the past few years, the erosion of privacy has been obvious from various media reports about data leaks, etc. As a result, however, organizations have adopted sensible precautions to protect personal data.

For example, ASC's solutions support contact centers implementing restrictive processes to safeguard customer information. Our solutions help customers



Patrick Salg, Director of International Sales, ASC telecom AG

*About Patrick Salg:*

*As Director of International Sales for ASC, Patrick Salg handles business with international partners. He started his career at ASC almost 15 years ago and holds a CCI degree in Master of Business Management.*

adhere to the strict data security standards outlined by the payment card industry (PCI DSS). For example, they automatically prevent recording of CSV codes when calls are saved.

**ECCCO: What is ASC's current focus and how has it developed during its nearly 50 years in the communications industry? Do you see any transformative developments on the horizon?**

PS: During the past nearly 50 years, ASC has constantly realigned its activities to meet the changing demands of the communications industry. For example, the latest trend of converging call center platforms and technologies made us decide to become a provider of closely integrated systems – a major step requiring a paradigm shift from selling physical products to providing complex software solutions closely integrated into the customer's environment.

The current focus and market trends involve the automation of the QM process in contact centers by using new capabilities such as speech analytics to reduce costs and optimize business processes.

**ECCCO: How will contact centers diverge for various industries in the coming years? For example, financial institutions, public-safety organizations, air-traffic control?**

PS: Contact centers in the segments mentioned require unique agent skill sets and specialization of contact center operations.

Financial institutions, for example, have unique compliance needs in terms of government regulations, must preserve a record of all transactions for protection from liability, and need to ensure business continuity in a fail-safe manner because failure to do so can result in huge monetary losses.

For public-safety organizations, the communications recording and quality monitoring must either operate in the background so it does not affect agent performance or enhance response time with features such as last-call-repeat.

Air-traffic control organizations are often more concerned with analysis of an incident after the fact. For them, features to enable reliable reconstruction such as time stamping play a large role.



***“Today's mobile society is a leading contributor to the rise of mobile communications.”***

**ECCCO: How will mobile communications affect your contact center solutions? How will customers use various communications media during the next ten years?**

Today's mobile society is a leading contributor to the rise of mobile communications. We need to accommodate this reality by developing our solutions accordingly and enabling mobile phone recording. But in the future, customers will use a wide variety of channels to communicate with contact centers, and mobile communications will be only one of them.

PS: We make our solutions compatible for platforms such as WFM or CRM via open interface architecture. Recently, the integration of speech analytics has played a dominant role in our product development.

Second, compatibility with cloud computing services will let our clients invest in the latest version without worrying about the system becoming obsolete in two or three years. This will encourage widespread adoption of the technology.

Third, organizations with multiple locations will benefit from solutions capable



ASC tries to make its contact center solutions scalable, perhaps for technologies that don't even exist today.

**ECCCO: What new features will your Business Process Optimization solutions utilize in their latest version?**

of central operation and management. This will also facilitate licensing because one solution can cover an entire enterprise.

And finally, the solutions themselves will offer more user-friendly operation, thus reducing training costs, and they will provide more powerful reporting functions to enable more informed decision-making.

**ECCCO: How will the weakness of the global economy affect the roll-out of your new solutions, and how will it affect the contact center industry in general?**

PS: The weakness of the global economy has not affected our plans for product development at all. Despite the current economy, ASC has invested more than 20 million Euros in research and development to focus on its Business Process Optimization software during the next three years.

Since contact centers must concentrate on customer satisfaction and retention even more during a weak economy, we also foresee a rising demand for our solutions. Contact center industries will benefit from increased efficiencies due to the technological advances described above, and thus they will be able to respond more quickly and accurately to meet their customers' needs, differentiating their service from the competition.

**ECCCO: How will you work with ECCCO to develop industry protocols to standardize agent performance? What unique needs do you foresee for the European contact center industry?**

PS: ECCCO has already accomplished a lot by defining and promoting a common standard for contact center quality, the European Norm (EN) 15838. As of September 2011, 53 contact centers all over Europe are certified according to EN 15838 – this number must rise exponentially to ensure the professionalism of the industry and the competitiveness of individual contact centers.

Of course, we will promote this norm to our customers and will continue to facilitate a high quality level through our Business Process Optimization solutions.



ASC telecom AG  
Patrick Salg  
International Sales  
Seibelstraße 2– 4  
D-63768 Hoesbach, Germany  
p.salg@asc.de  
www.asc.de



### Advertorial

## ECCCO Gold-Sponsor profile: ASC telecom AG

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications.

### ASC's Software Solutions

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, INSPIRATIONpro reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

### ASC around the Globe

ASC subsidiaries and sales offices in France, Germany, Japan, Singapore, Switzerland, UA Emirates, UK and USA as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.



ASC telecom AG  
Patrick Salg  
International Sales  
Seibelstraße 2- 4  
D-63768 Hoesbach, Germany  
[p.salg@asc.de](mailto:p.salg@asc.de)  
[www.asc.de](http://www.asc.de)

