

# PRESS RELEASE

(Hoesbach/Germany, August 26, 2010)



## **ASC to Exhibit Award-Winning Quality Management Software Solutions at the CSA & DBSG Annual Conference 2010**

*Hoesbach/Germany, August 26, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, announced it will demonstrate its new quality management software, INSPIRATION<sub>pro</sub> version 10.0 and its VoIP recording solution, EVO<sub>ip</sub> at the CSA & DBSG Annual Conference, at the Hilton Metropole, Birmingham on 8<sup>th</sup>-9<sup>th</sup> September, at Stand 18.

The Credit Services Association (CSA) is the National Association in the UK for companies active in the area of unpaid credit accounts, debt recovery agencies, tracing and allied professional services. The DBSG works for the benefit of those involved in buying or selling debts (or intermediaries in the sale process).

The CSA & DBSG Annual Conference is an important conference for everyone involved in the Credit Collection and Debt Sale and Purchase industry. Over 230 delegates are expected at the Conference, which includes seminars, networking and exhibitors supporting the collections industry.

At the CSA & DBSG Conference, ASC will show how its solution portfolio supports “Business Process Optimization”, a new approach encompassing communications recording, quality management, speech analytics, e-learning and workforce management, enriched with vital information from CRM and ERP systems.

Mike Murley, Sales Director, ASC telecom UK, said “The CSA & DBSG event is an ideal backdrop for ASC to promote its recording and quality management solutions within this key financial segment. ASC will be able to engage with other solution providers and assist end users on the correct management and deployment of our VoIP recording, achieving PCI DSS compliant recording and enhancing Business Process Optimization programmes”.

ASC’s new version of its award-winning VoIP recording software, EVO<sub>ip</sub> 10.0, offers the strictest adherence to security requirements, which help to achieve the payment card industry’s data security standards (PCI DSS). Other new features include one-click backup and dynamic enterprise licensing. New and enhanced integrations with Aastra MX ONE and Avaya ACM complement the existing range of integrations with major IP phone switches including Alcatel, Cisco, Genesys, Mitel, Nortel and Siemens.



EVOip captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The software can record hundreds of channels simultaneously, including encrypted calls, and is entirely software based. Many functions may be accessed directly through the IP phone, such as record-on demand, start/stop, keep/delete and search-and-replay for recorded calls.

INSPIRATIONpro helps managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. ASC's latest release 10.0 facilitates new capabilities for supervisor interaction. The E-Learning module spots the weak points in individual agent training and delivers customized instruction directly to each desktop, thus creating a loop of continuous learning. INSPIRATIONpro also includes audio analytics which allows automatic categorization of calls or the ability to search for keywords and phrase, particularly useful for high-volume call centers with an otherwise unmanageable number of conversations.

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

ASC subsidiaries and sales offices in France, Germany, Great Britain, Japan, Poland, Singapore, Switzerland, United Arab Emirates and the United States as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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

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