

# PRESS RELEASE

(Hoesbach/Germany, October 13, 2011)



## ASC Announces Gold Sponsorship of ECCCO

*Hoesbach, October 13, 2011* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it has become a gold sponsor of the European Confederation of Contact Center Organizations (ECCCO), a non-profit organization committed to campaigns and other activities to promote the contact center industry.

ECCCO facilitates meetings of contact center professionals to exchange views and strengthen each other's understanding, both to raise standards and design effective training programs. The new agreement entitles ASC to introductions to the boards of ECCCO's national member organizations, product articles in its newsletter and an exclusive partnership within ASC's specialty.

Vincent Vanden Bossche, President of ECCCO, said, "As our industry undergoes profound changes, with new forms of work organization and transformative technological development, we must play a decisive role to ensure our profession's importance is fully recognized, and its promise delivered. Founded nearly 50 years ago, ASC has masterfully adapted to our industry, and we anticipate many benefits from their support."

Guenther Mueller, Chairman & CEO of ASC, said, "ECCCO plays a critical role as a voice for contact center interests and a coordinating body throughout the Continent. We look forward to sharing our knowledge with their members and contributing our area of expertise to the manifold aspects of contact center operations."

Currently, ECCCO is drafting and promoting standardization norms for the industry, creating certification procedures for agent skills, carrying out market research and compiling a map of all European contact centers.

### **About ECCCO**

ECCCO encourages and assists in the development of European National Contact Center Associations by bringing together all the European National Associations / Organizations, fostering free and frank information exchange on issues relating to call center services. Using its combined voice for influence, ECCCO is a non-profit association that promotes the interests and needs of the European contact center industry.



### **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<sub>pro</sub>* 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, Japan, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States 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.

### **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](mailto:k.henkel@asc.de)

Internet: [www.asctelecom.com](http://www.asctelecom.com)

Vincent Vanden Bossche, President of ECCCO

Phone : +32 4 75671020

E-mail : [v.vandenbossche@callcommunications.be](mailto:v.vandenbossche@callcommunications.be)

Internet : <http://www.eccco.org/>