

PRESS RELEASE

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ASC to Promote Business Process Optimization and Genesys Recording Solutions at G-Force 2011

Hoesbach/Germany, May 30, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will be demonstrating its integrated business process optimization (BPO) capability with *INSPIRATION_{pro}*, as well as its integrated communications recording solution for Genesys, at G-Force 2011, at the Hilton Prague, Prague, Czech Republic, on June 7-9, 2011.

The theme of the conference, “Change the Conversation,” focuses on improving the customer experience through integrating contact center operations, driving cross-channel interactions, and transforming self-service through advanced speech applications. ASC will demonstrate all three through its enterprise-wide BPO solutions encompassing communications recording, speech analytics, quality management and eLearning.

Guenther Mueller, Chairman and CEO of ASC telecom AG, said, “The breadth of the G-Force 2011 conference, and its goal to ‘change the conversation,’ is perfectly suited to our innovative and far reaching business process optimization capabilities. We look forward to sharing our latest developments and engaging with our colleagues at this interesting event.”

Mr. Muller went on to describe some functions of BPO in more detail. Speech analytics, a key component, provides automatic categorization of calls for high-volume contact centers with an otherwise unmanageable number of conversations. eLearning delivers customized training to each agent’s desktop, creating a loop of continuous instruction. Voice and screen recording, as well as quality monitoring, provide valuable input and analysis to improve agent performance.

ASC will also be exhibiting its integrated solutions for Genesys. Specially designed for Genesys T-Server, they work with ASC’s recording system, MARATHON EVOLUTION; are compatible with major PBX vendors; offer free seating for agents; and provide Recording Interface Applications (RIA) to tag additional call-index data to customer interactions, thus facilitating rapid search-and-replay.



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_{pro}* 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, Poland, 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.

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