

# PRESS RELEASE

(Hoesbach/Germany, February 9, 2011)



## ASC Receives ISO Certification for Environmental Management System

### Endorsement for Company's Long-Standing Pro-Environment Policy

*Hoesbach/Germany, February 9, 2011* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced its environmental management system was certified on February 9 according to DIN ISO 14001:2005.

The certification documents the success of ASC's long-standing environmental commitment to recycling, waste management and lower consumption of paper, power and water. The company also limits travel activities in a way designed to preserve worldwide resources and reduce CO2 emissions.

Guenther Mueller, Chairman & CEO of ASC, said, "Our company fosters a distinct environmental way of thinking as an ethical, social and moral imperative. We take our responsibilities as corporate citizens seriously as well as our obligation to future generations."

ASC instituted an environmental management system in 2010 as mandated by ISO 14001. At that time, ASC committed to incremental improvements and to provide periodic reports detailing its progress.

Mr. Mueller added, "ISO 14001 represents an internationally accepted standard for environmentally aware and sensitive companies. While this certification is internally pleasing, we also believe it provides an endorsement for patronage by customers, clients and partners with similar concerns about the world we all share."

ASC also received a previous certification for its quality management system in 1996 according to DIN EN ISO 9001.

### **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, Poland, 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.

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