

PRESS RELEASE

(Hoesbach/Germany, March 28, 2011)



ASC Implements Communications Recording Solution at Harborough Lifeline Center in UK

***EVO_{ip}* Boosted with *WEB_{play}* and *POWER_{play}* to Ensure Safety of Older and Disabled Citizens**

Hoesbach/Germany, March 28, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the successful implementation of its VoIP communications recording solution, *EVO_{ip}*, supplemented with *WEB_{play}* and *POWER_{play}*, to ensure the safety of older and disabled citizens residing in the District of Harborough in the United Kingdom.

The solution was installed at the Harborough Lifeline Center, a contact center providing 24/7, 365-day service, integrated with community emergency organizations including police, ambulances and firemen. It allows immediate replay of the most recent call to assist operators in complex situations as well as remote access from any web browser to let managers working from home listen to a critical call and determine the best course of action.

John Diaz, Control Centre Manager of the Harborough Lifeline Centre, said, “Our most important need and core function involves the delivery of quality service in an efficient manner, and we were astounded by the impact of ASC’s solution on our day-to-day operations. ASC’s voice recording system enables management operations to remain proactive at all times, which at Lifeline, actually saves lives.”

The communications recording system is integrated with the contact center’s existing infrastructure, a Mitel 3300 v. 6.1 telephone system and Mitel 5220 IP handsets. The communications recorder handles both digital and analog lines and uses station-side passive recording of VoIP, tapping the LAN connection at each IP phone.

Harborough Lifeline Center offers its customers alarm equipment and a pendant with a button they can push in case of an emergency. A speech unit can pick up their voice from anywhere in the house even if doors are closed. Calls are answered in less than one minute, and nearby responders, known as “key holders,” are designated in advance and can provide support until help arrives.

John Diaz concluded, “Recording is a crucial part of our technology infrastructure, and the ability to retrieve calls from anywhere on the web means we can provide



the best advice to our operators in a crisis situation. The ASC solution has surpassed our expectations; it offers quality, reliability, flexibility and reassurance.”

Please read the entire case study at:

http://www.asctelecom.com/brochures/en/CS_Harborough_Lifeline_UK.pdf

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, 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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