

PRESS RELEASE

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ASC to Exhibit VoIP Recording and Quality Management Solutions at UC Expo 2011 in London

***EVO^{ip}* and *INSPIRATION^{pro}* Enable Integrated Analysis of Customer Interactions**

Hoesbach/Germany, February 17, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its VoIP recording solution, *EVO^{ip}*, and quality management solution, *INSPIRATION^{pro}*, at the Unified Communications Expo 2011 on March 8-9, at the Olympia Exhibition Centre, London.

Widely considered as the UK's leading business communications event, with more than 4,000 visitors in 2010, this year's exhibition is divided into six technology tracks: voice, cloud, mobile, visual, collaboration and customer. ASC will focus on its quality, process and campaign management capabilities, with particular reference to its speech analytics application to customer interactions.

Mike Murley, Sales Director for ASC UK, said, "Whilst providing answers to fundamental questions about agent training and the success of marketing campaigns, our solutions also support enterprise issues concerning operational processes and how to improve business efficiency. In so doing, we help our clients further improve customer service and achieve competitive outcomes."

ASC's speech analytics application uses keyword spotting to help categorize calls for high-volume contact centres, with an otherwise unmanageable number of conversations. Other features of speech analytics such as emotion detection help to detect problem calls, which identify customer needs and improve agent training.

EVO^{ip} captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The software offers the strictest adherence to security requirements, meeting the payment card industry's PCI DSS standards.

INSPIRATION^{pro} helps call centre managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. It facilitates agent evaluations through the recording of coaching sessions and allows complex searches of audio analytics.

ASC extends an invitation to any interested parties to visit its Exhibition Stand 304 at UC Expo'11, to discuss projects which may require the use of its technologies.



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.

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

Internet: www.asctelecom.com