

PRESS RELEASE

(Hoesbach/Germany, May 25, 2009)



ASC Emphasizes Workforce Optimization Solutions at Expo Contact

Hoesbach/Germany, May 25, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, introduced its workforce optimization solutions for contact centers at Expo Contact, May 20-21, in Hotel Mirasierra Suites, Madrid, Spain.

In a special presentation, Harald Zapp, Chief Operating Officer of ASC, described the increasing sophistication of quality monitoring solutions, their integration with eLearning and eCoaching, and interfaces with other applications such as workforce management, CRM or ERP.

Mr. Zapp said, “Workforce optimization represents a paradigm shift for contact centers incorporating all internal processes to create a powerful new tool for quality management. It provides an enterprise-wide solution to help contact centers attract more business, increase agent retention and build customer loyalty.”

Mr. Zapp discussed workforce optimization strategies, real-world applications for contact centers, and improving the customer experience by keeping agents always on the right skill level. He emphasized the fundamental role of quality monitoring in conjunction with process optimization, work council conformity and adaptation to customer-specific requirements.

In addition to Expo Contact, ASC is highlighting its workforce optimization solutions at the following upcoming events within the next month:

Call Center Innovations Tour (www.ccit-online.de)
May – June 2009 in Germany, Austria and Switzerland

Call Center / CRM Demo & Conference
May 27-28, 2009 in Osaka, Japan

Genesys G-Force EMEA
June 9-11, 2009 in Barcelona, Spain

CommunicAsia
June 16-19, 2009 Singapore

Swiss CRM Forum
June 18, 2009 in Zurich, Switzerland

For details, please visit <http://www.asctelecom.com/english/events.php>.



About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection whereas time and costs for implementation are reduced to a minimum.

ASC software is multi-tenancy capable. Customers obtain communications services from a provider like "water from a tap" - on demand, as required, and with maximum flexibility. In such an on-demand scenario, customers benefit from a sophisticated communications recording and analyzing platform without financial pre-investments. The multi-tenancy capability of ASC's solutions gives service providers the opportunity to open up new business sectors.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore as well as certified distribution partners, ASC is represented in more than 60 countries worldwide. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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