

# PRESS RELEASE

(Hoesbach/Germany, June 13, 2006)



## ASC Enhances E-coaching in Contact Centers

### **Announces new release of AGENT<sub>assistance</sub>**

*Hoesbach/Germany, June 13, 2006* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading provider of communications recording and quality monitoring solutions for contact centers, financial institutions, and public-safety and government organizations, today announced contact centers could enhance e-coaching by purchasing a new release of its AGENT<sub>assistance</sub> module, an optional supplement to the quality monitoring software, INSPIRATION<sub>pro</sub>.

E-coaching refers to real-time online interactions between agents and their supervisors, especially during difficult phone calls. By providing the agent with on-the-job training through confidential communications, e-coaching achieves high-quality service and increases productivity without alarming the customer about assistance from a new agent.

AGENT<sub>assistance</sub> works through agent and supervisor applications installed on their respective PCs. Supervisors monitor a list with the status of their subordinates (e.g. online, offline, needs help). To initiate assistance, agents click a special icon to send a pop-up message to their assigned supervisor.

Supervisors may respond through the online “e-coaching” window in several ways including chat or pre-defined messages. In more extreme cases, they may initiate voice or screen monitoring, or even assume control of the agent’s computer and customer interaction.

Michael Sauer, Vice President Operations of ASC, said, “Education of service agents must be pursued in both the classroom and through real-time customer interactions. E-coaching guarantees a consistent, enterprise-wide service level among contact center staff and allows skill adjustments with minimum effort.

Products such as AGENT<sub>assistance</sub>, by facilitating rapid reaction to unique situations, ensure the customer remains satisfied while the contact center maintains its productivity.”



AGENTassistance works with the recently released INSPIRATIONpro 7.0. The quality monitoring software now also contains a customer feedback module and offline word spotting. When combined, INSPIRATIONpro and AGENTassistance complete the standard quality monitoring cycle: recognize - measure - analyze - improve.

### **About ASC**

ASC, headquartered in Hoesbach, Germany, is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat/browsing and desktop computer activity in both traditional and web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, United Kingdom, France, Switzerland, Hong Kong and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Cisco, Mitel, NEC, NextiraOne, Nortel, Siemens and T-Systems, allowing customers to easily implement ASC solutions in almost every environment.

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