

# PRESS RELEASE

(Hoesbach/Germany, March 21, 2005)



## **ASC Offers Smart Recording with SCREENscan**

### **No CTI Integration or Professional Setup Required**

*Hoesbach/Germany, March 21, 2005* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, today announced its new software solution, SCREENscan, a system for "smart" recording based on desktop events.

SCREENscan initiates recording automatically when an agent presses any previously defined function, or when a particular error message, screen pop or application appears on the desktop. It offers tremendous cost savings because it may be installed through a user-friendly configuration wizard without knowledge of CTI integration or other data interfaces. Thus, no professional setup fees are required. The user simply moves the mouse to define what events or applications should trigger recording.

Volkmar Henkel, Director New Technologies of ASC, said, "ASC continues to refine and introduce new solutions to enable more powerful analysis and facilitate the quality monitoring process. SCREENscan empowers our customers in two ways. First, it lets them determine what desktop events should be recorded and studied. Second, it enables them to configure, and if necessary change, the system themselves as often as they wish."

SCREENscan provides rules-based recording for voice, VoIP, email, chat or browsing. It tags interactions by pre-selected parameters, such as agent I.D. or time of transmission, thus allowing for easy grouping, searching and retrieval. It may be used to analyze specific programs, products and customers as well as the effectiveness of new training procedures.

SCREENscan tracks previously hard-to-record devices such as attendant consoles; supports both web-based and client-server environments; and is fully interoperable with virtually any enterprise-wide business application such as CRM, e-learning, ERP and helpdesk.

The system may be selected as an option with other ASC recording and quality monitoring solutions -- MARATHON EVOLUTION, MARATHON EVOlite, INSPIRATIONpro and EVOip (VoIP recording) -- and does not require an additional server. It is licensed on a per seat basis, and system requirements are minimal.



## **About ASC**

ASC, headquartered in Hoesbach, Germany, is a leading global provider of integrated communications recording and performance improvement 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, UK, France, The Netherlands, Switzerland and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Mitel, NEC, NextiraOne, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

## **Contact**

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