

PRESS RELEASE

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ASC to Introduce Communications Recording and Quality Monitoring for Genesys at G-Force

MARATHON EVOLUTION and INSPIRATIONpro to be Demonstrated at Show

Hoesbach/Germany, May 15, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will exhibit new versions of its communications recording solution MARATHON EVOLUTION 8.0 and its quality monitoring solution INSPIRATIONpro 8.0 specifically tailored for Genesys at the Genesys G-Force User Conference at the Estrel Hotel and Convention Center, Berlin, Germany, on May 19-21, 2008.

The event will offer over 30 educational sessions featuring leading experts and Genesys partners in contact center management, information technology and customer service. ASC is a sponsor of the event.

Harald Zapp, Chief Operating Officer of ASC, said, “As the market leader in contact center software, Genesys helps companies provide superior customer service, and we are proud to play an important role in that process through communications recording and quality monitoring solutions specifically tailored for Genesys environments. We look forward to demonstrating how customer service can be improved by our solutions at Genesys G-Force.”

MARATHON EVOLUTION and INSPIRATIONpro integrate seamlessly with the Genesys T-Server. The solutions are compatible with major PBX vendors, provide free seating for agents and may be used for either selective or bulk recording.

The flexible recording interface of MARATHON EVOLUTION 8.0 allows analysis of customer-specific information, referred to as Genesys Attached Data. This data can be used to define individual recording rules, support an efficient evaluation process or enhance existing Genesys applications with additional features such as manual control of the recording and call-index information.

MARATHON EVOLUTION allows multi-site recording by connecting one unit at a central location. It uses “Recording Interface Applications” to enable fast and efficient searching of archived calls and operates in a dynamic recording mode to activate channels only when needed. Selective recording may be controlled through rules-based criteria, including user-defined profiles such as the time, day, and incoming or outgoing phone numbers. The system operates with analog or digital phones including cordless DECT and IP phones.



INSPIRATION^{pro} 8.0 helps call center managers learn about their agents' service level and thus fosters a continuous improvement process. It can be enhanced with sophisticated features like customer feedback, keyword spotting, transcription and speech mining to provide a detailed and automated analysis of recorded calls. This capability is particularly useful to any organization with a high volume of incoming communications. The product also integrates with the unique IT environment of contact centers, including IP phone systems, e-learning, workforce management and data warehouse solutions.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

"Leadership in technology through innovation" is a guiding principle that perfectly describes ASC's current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

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