

PRESS RELEASE

(Hoesbach/Germany, May 25, 2010)



Call Center Innovations Tour proves a great success

Hoesbach, May 25, 2010 – The first UK ‘Call Center Innovations Tour’ got off to a flying start and was a great success.

Co-hosted by ASC, Attensity and InVision, this was a free one-day event aimed at contact centre decision makers, managers and specialists, to provide them with an opportunity to learn about the latest and most innovative contact centre technologies available.

The event took place on the 11th May at the Motorcycle Museum in Birmingham, with similar events taking place all over Europe. The turn-out to the event was very good. The Conference included a highly focused agenda, presenting contact centre technologies in theory and practice, including both solution presentations and case studies. Delegates had the opportunity to meet with solution specialists at the Exhibition area and to network with fellow professionals and industry experts.

ASC’s Sales Director, Mike Murley made a compelling presentation on ‘Getting it Right First Time’ and discussed the importance of ‘First Call Resolution’. Mike surmised that an investment in Quality Management tools supported the achievement of First Call Resolution, enabling organizations to make considerable cost savings and increased ROI.

Other speakers included Jonty Pearce from Call Centre Helper, who delivered one of his famous ‘Top Tips’ presentations and Paul Cooper, the renowned Customer Service Guru, who delivered a lively presentation on the importance of ‘Quality in Customer Service’. All presentations were warmly received and feedback from delegates was very positive. Many delegates commended the event for being well organised and for providing very useful and informative content.

To receive a free copy of the ‘Getting it Right First Time’ presentation on First Call Resolution please contact Peter Fernando on 01276 673694.

About ASC

ASC (www.asctelecom.com) is a leading global provider of innovative solutions to record, analyse and evaluate multimedia-based communications. ASC’s solutions reveal information, enabling companies and organisations to considerably improve their value creation: contact centres enhance customer service, efficiently deploy staff and increase productivity.
Contact: Katrin Henkel (k.henkel@asc.de)



About Attensity

Attensity (<http://www.attensity.com>) provides software applications based on Web 3.0 semantic technologies to find, understand, and use information trapped in unstructured text to drive critical decision-making. The comprehensive suite of applications address collective intelligence in social media and forums; the voice of the customer in surveys and emails; customer response management; e-services; research and discovery; risk and compliance; and intelligence analysis. Organizations are better able to track trends, identify patterns, detect anomalies, reduce threats, and seize opportunities to improve customer satisfaction and retention.

Contact: Sonja Hoffmann (sonja.hoffmann@attensity.com)

About InVision

InVision (www.invisionwfm.com/uk) is a world-leading supplier of enterprise-wide workforce management solutions which enable companies to optimise their staff planning and scheduling processes. InVision empowers customers to reduce personnel costs, increase productivity, improve employee satisfaction and to boost revenue by leveraging better customer service.

Contact: Ines Stosic (ines.stosic@invision.de)