

CCW 2019: ASC presents innovative cloud solutions

Maximum flexibility with recording, analytics and quality management from the cloud

Hösbach, January 16, 2019 – ASC will present recording, analytics and quality management in the private cloud or public cloud at the CCW, the international convention for innovative customer dialogue, in Berlin from February 19 to 21, 2019. The new ASC *neo* cloud is especially attractive for contact centers, as the cloud-based services guarantee users a high rate of flexibility, low investment costs and faster implementation. Besides being able to record telephony, they can also record chat and video channels, as well as the employee's screen activities.

The study shows a clear trend towards the cloud

ASC's current study, "Communication 4.0 – Communication and Collaboration in the Cloud" shows clearly that contact centers are among the drivers behind the introduction of cloud services. Flexible usage models and attractive cost models are usually decisive when switching to cloud solutions. The study presents the current status of the introduction of cloud solutions and will be presented at the CCW. ASC is one of the first companies in the industry to recognize this and to consistently offer its products as cloud solutions. "Customers benefit significantly from using cloud services: They only use and pay for the services when they need them," says Dr. Gerald Kromer, Chief Executive Officer of ASC.

Maximum data security in the public cloud

Beyond that, the ASC *neo* cloud guarantees maximum data security due to its mature multi-client capability: The access and storage of data are strictly separated by clients, so that the services not only comply with European data protection standards, but are also in great demand in sensitive areas with particularly high requirements - such as banks and insurance companies.

Analytics use artificial intelligence

In the analytics solution, ASC uses artificial intelligence (AI) techniques to optimize and refine the analysis of recorded communication data. Contexts can thus be recognized better. The intentions of communication can be assigned correctly. In this way, optimization potentials can be identified faster and more reliably in the future in order to eliminate process interruptions or to plan coaching and training more purposefully.

All ASC solutions are available both as on-premise, i.e. with local installation, and as a service from the public cloud or private cloud.

ASC can be found in Hall 3, Booth ("Stand") G19/G21 at the CCW in the Berlin Estrel Convention Center from February 19 to 21, 2019.

For more information about ASC's portfolio, please visit www.asctechnologies.com.

PRESS INFORMATION

About ASC

ASC is a worldwide leading software provider of omni-channel recording, quality management and analytics addressing all enterprises with recording needs, especially contact centers, financial institutions and public safety organizations. ASC records, analyzes and evaluates interactions across all media, either as an on-premise solution or as a cloud solution. Headquartered in Germany and with subsidiaries in the United Kingdom, France, Switzerland, Romania, Dubai, the United States, Brazil, Mexico, Hong Kong, Japan and Singapore, as well as a worldwide service network, ASC is a powerful global player in its industry.

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We record & analyze communications

