

PRESS INFORMATION

(Hoesbach, February 15, 2016)



ASC to Empower Contact Centers at CCW 2016

Leading Provider of Workforce Optimization to Showcase Multimedia Solutions at Trade Show in Berlin, Germany

Hoesbach/Germany, February 15, 2016 - ASC exhibit its multimedia solutions to record and analyze communications at CCW 2016, at the Estrel Convention Center in Berlin, February 23-25, 2016, Hall 3, booth H16/J15.

The event, the largest customer service conference and trade show in Europe, will focus on the holistic analysis and evaluation of customer communications. ASC will address the role of speech analytics, multi-channel recording and detailed reporting in the automation and improvement of quality management.

Marco Mueller, Chief Operating Officer of ASC, said, "Our quality management and workforce optimization solutions help contact centers streamline existing processes and facilitate real-time decision-making on an enterprise-wide basis. Our *neo* Suite will empower contact centers by providing actionable information on developing trends while reducing costs, increasing revenue and improving the customer experience."

As a globally leading software company, ASC pioneers powerful customized solutions for contact centers and service organizations, and it maintains its competitive edge by investing up to 20 percent of its annual revenues in research and development. ASC is inviting CCW attendees to visit the ASC Power Bar for hands-on demonstrations of its solutions. It will provide integrated charging stations for visitors to recharge their smartphones while relaxing with a refreshing drink.

ASC will also participate in the LiveCallCenter and in the TeleTalk Demo Forum.

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

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About ASC

ASC is a worldwide leading software company with innovative solutions to record, analyze, and evaluate corporate communications. All multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed. The content of communications becomes transparent, critical information is generated and market trends are revealed, providing real-time business intelligence for immediate management action.

ASC solutions make customer experience measurable. Specific actions can be taken to significantly improve customer retention, increasing corporate revenue and creating sustained loyal customers. Thus, ASC's customers are always one step ahead of the competition.

ASC also offers its solutions to be used in a Cloud. Therefore, customers have the choice to retrieve Software as a Service, on demand and always up-to-date, without any risk or pre-investment, and in the most flexible manner.

With subsidiaries in the United Kingdom, France, Switzerland, the United States, Brazil, Japan, Singapore and Dubai, as well as certified and vastly experienced distribution partners, ASC's ambitious projects span more than 60 countries. Headquartered in Germany, ASC is a powerful global player with an export quota of almost 70 percent and a worldwide service network.

For more information, contact:

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