

For Banks and Insurance Companies: KOMSA adds ASC recording solution to its cloud portfolio

Hösbach, August 29, 2019 – Computer and business retailers can now opt for ASC’s solution neo cloud in KOMSA’s Cloud Services portfolio. This allows them to offer business customers who want to document their customer communication in compliance with EU-GDPR a reliable, future-oriented solution and thereby to secure recurring revenues. As part of its cloud program, KOMSA also provides certification training for resellers as well as technical support via its Technical Assistance Center.

Financial service providers, insurance companies, customer service centers or rescue services - neo cloud is suitable for all companies that record their customer communication. The solution enables GDPR-compliant recording, storage and archiving of all customer communication across all channels (telephony, chat, SMS, video, and screen). That way, neo cloud supports business customers in assuring quality, optimizing customer service, and meeting compliance requirements.

Computer and business retailers profit from this exclusively indirect sales approach, explains ASC’s CEO Dr. Gerald Kromer: “We distribute neo cloud exclusively via resellers and have selected KOMSA as our partner to ensure excellent support.” neo cloud can be combined with almost all components and solutions (including on-premise) from KOMSA’s portfolio: Partners can compile a complete package for their customers including broadband connection, communication solution, and required end devices.

The advantage of the cloud-based version over ASC’s well-known on-premise solutions is that the neo cloud is flexibly scalable and therefore perfectly suited for small and medium-sized companies. “This is exactly the target group that many of our computer and business retail partners in the B2B segment want to address and furthermore grants them the opportunity to open up additional customer groups”, emphasizes Steffen Ebner, B2B Sales Director at KOMSA. “Companies such as banks and, in the future, insurance companies which are obliged by law to record and document consultation calls can deploy the program to approach partners in a target-oriented manner.”

Retail partners profit from the advantages that the portfolio of KOMSA Cloud Services is famous for: Computer and business retailers discuss the conditions with business customers, draw up a contract, and thus generate recurring revenue. KOMSA’s Technical Assistance Center grants partners 2nd-level support. 1st-level support is done by the resellers themselves once they have received the training at KOMSA’s Technical Assistance Center.

Computer and business retailers who would like to offer neo cloud to their business customers can participate in a free webinar organized by KOMSA at the end of September. For further information, retail partners are welcome to contact the KOMSA Cloud Services team by sending an e-mail to cloudservices@komsa.com as well as their account manager.

PRESS INFORMATION

About ASC

ASC is a worldwide leading software provider in the field of omni-channel recording, quality management, and analytics. Among our target groups are all companies that record their communication, especially contact centers, financial institutions, and public-safety organizations. ASC offers solutions to record, analyze, and evaluate multimedia interactions – as a service from the cloud as well as on-premise. With its headquarters in Germany and subsidiaries in Great Britain, France, Switzerland, Romania, Dubai, the USA, Brazil, Mexico, Hong Kong, Japan, and Singapore as well as a global service network, ASC is one of the global players of the industry.

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