

ASC Recording and Analytics Now Listed on Salesforce AppExchange

Evidence-proof recording and archiving to comply with legal regulations

Hösbach, April 15, 2019 – ASC’s compliance recording solution is now listed on Salesforce AppExchange, the world’s leading enterprise cloud marketplace. The new application caters to the needs of financial institutions and contact centers that aim to achieve high levels of compliance, enhanced service quality in addition to high productivity and reliability.

Compliance recording and archiving

ASC’s cloud and on-premise recording platform works easily with Salesforce enabling secure and accurate mapping of conversations to contacts, accounts and leads within Salesforce, ensuring visibility of customer interactions in a central location easily accessible to call agents, sales managers and compliance teams alike. ASC records and archives corporate communication in accordance with given security standards. Financial service providers can profit from ASC’s recording solution. It can help their customers meet regulations such as Dodd-Frank, IDD or MiFID II by enabling the legally compliant recording of customer communication. Dr. Gerald Kromer, Chief Executive Officer of ASC states: “Our solution allows customers to meet compliance and regulations.” In addition to sophisticated analysis functions, companies can gather business intelligence, manage risks and optimize service.

Recording with one click

With just one click, a conversation can be recorded and replayed with Salesforce Service Cloud. ASC’s recording control gives customers the flexibility to determine which parts of their conversations are recorded. With recording control, they can start, stop, pause, keep, delete, mute and unmute recordings. All recordings can be easily accessed from the Salesforce application. There is no limit where information can be recorded either. ASC’s solutions capture audio across the whole enterprise from legacy or new systems. They provide easy access, so companies can pull data from everywhere – from their business meetings to the contact center.

Artificial intelligence and quality management

ASC has been working closely with Salesforce to create an application that can automatically push information into a lead, contact, or account within Salesforce, using ASC’s solutions for recording and transcription as well as additional data. Additionally, ASC’s analytics solution increasingly uses artificial intelligence processes and can utilize Salesforce Einstein Discovery to gain insights from the data. In addition, ASC’s solutions can be used for quality management allowing automatic evaluation,

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categorization, service optimization, and employee qualification. The intelligent tool provides a detailed analysis of a representative collection of conversations. In this way, customers gain effective approaches to improve their service quality.

The ASC app is available on AppExchange. For more information visit <https://appexchange.salesforce.com/appxListingDetail?listingId=a0N3A00000EcrSGUAZ>.

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

About Salesforce AppExchange

Salesforce AppExchange, the world's leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 5,000 solutions, 6 million customer installs and 80,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

Additional Resources

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- Follow Salesforce on Twitter: <https://twitter.com/salesforce>
- Become a fan of ASC: <https://www.facebook.com/ASC.cloud/>
- Follow ASC on Twitter: <https://twitter.com/ASCTechnologies>

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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 or cloud solution. Headquartered in Germany and with subsidiaries in United Kingdom, France, Switzerland, Romania, Dubai, 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

