

Performance Improvement for Contact Centers with **INSPIRATION_{pro}**

What ASC offers:

- Recording and analysis of business communications
- Intelligent speech and text evaluation methods
- Quality monitoring solutions for agent performance and customer relationships

What you get:

- Deeper insights into business processes by supervisors
- Improved service and increased customer satisfaction
- Superior agent skills through effective training and coaching



Customer calls become a valuable information source.

Communications need control

The content and quality of customer interactions are often unknown. In contact centers, where communications serve as the sole business driver, competent and cost-effective service is crucial to differentiate from competitors.

Call recording and quality monitoring fill the knowledge gap of "what is really going on" by monitoring business communications to gather a valuable data resource.

Learning about the service level and core competencies, the primary goals of "quality monitoring," provides supervisors and agents with essential guidance and helps to fine tune an organization's communications skills.

With INSPIRATION^{pro}, companies may also analyze the content of recorded calls through keyword spotting. By searching for specific words, businesses may gain more detailed insights on their competitive situation, customer complaints or the latest trends. The latest version of INSPIRATION^{pro} even provides a state-of-the-art transcription and speech mining solution.



On-demand services

The latest research shows rapid growth of the contact center market. To maintain quality of service and cut costs, contact center owners should focus on outsourcing and virtualization. ASC is meeting this need with the introduction of its new On-Demand Services. INSPIRATION^{pro} 8.0 now provides multi-client capability, and scalability in transaction and storage capacities.

These features are supplemented by the ability to install INSPIRATION^{pro} in a virtualized environment through VMware technology.

On-Demand Services for INSPIRATION^{pro} address the worldwide, growing service-providing market. It represents ASC's first step in extending On-Demand Services to its entire range of software products.

Browser-based

INSPIRATION^{pro}'s advanced browser-based interface provides access to system capabilities from anywhere in the world.

Easy to install

INSPIRATION^{pro} works with ASC recording solutions and interfaces with all major telecommunications and ACD systems to allow flexible integration into enterprise-wide environments.

Easy to use

Color-coded modules and simple navigation create a faster and more intuitive workflow. Intelligent applications minimize training and provide immediate results.

Online help for the agent

AGENT^{assistance} incorporates a "request support" functionality so representatives may contact the supervisor for help in real time without the customer's knowledge. Supervisors may respond with instant messages (via the chat window) or even take control of the agent's PC.

Active coaching

INSPIRATION^{pro} lets the supervisor use authentic voice files for instant coaching. Remarks or additional advice can be added to recorded calls and provided to agents. "Best / worst practice" examples may be created by trainers or supervisors and rapidly distributed. To maximize the instructional impact, a supervisor can distribute evaluations to their agents combined with hyperlinks to learning material.

More detailed insight

INSPIRATION^{pro} lets agents evaluate themselves or fellow agents. This capability double-checks the supervisor's opinion and motivates agents through increased involvement in the evaluation process.

Intelligent analysis

INSPIRATION^{pro} 8.0 includes even more powerful speech processing. Besides the well-known keyword spotting option, to search recorded calls for industry or company buzz words, INSPIRATION^{pro} now provides automated evaluation and categorization of calls through a transcription and speech-mining solution. This capability is particularly useful for large contact centers, where a high volume of data must be processed quickly.

Communication becomes transparent, generates important information and indicates market trends.

Automated evaluation

The ability to transcribe recorded calls makes nearly every word searchable. After transcription, a speech-mining engine processes the text, enabling categorization and a fully automated evaluation of calls.

Customer feedback

The Customer Feedback module contains an IVR application integrated with a customer survey, sent to the customer immediately after the agent's conversation. If a customer receives poor service and reports his experience the same day, he is more likely to come back with new business. In addition, this module allows a validation of supervisor ratings with real customer experiences.

ASC's communications recorders

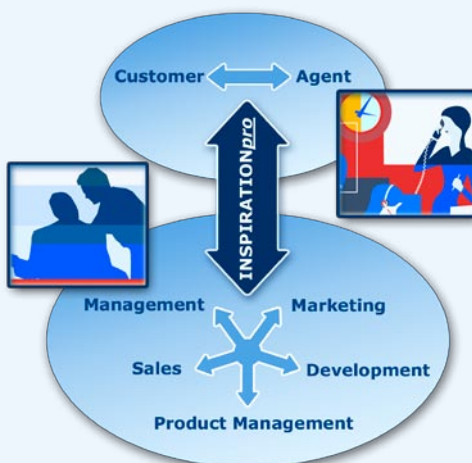
MARATHON EVOLUTION, MARATHON EVO*lite* and EVO*ip* (Voice over IP) record all types of customer interactions. The systems connect to recording platforms at multiple locations and automatically transfer the data to the central INTERACTION platform for online access and archiving. Digital interfacing with the company's phone system may avoid the need for costly CTI integration.

Tight integration between recording and quality monitoring solutions

With INSPIRATION*pro*, a system administrator needs only one tool for the configuration of MARATHON EVOLUTION / EVO*lite* / EVO*ip*. An automatic data adjustment saves time in configuration and reduces the complexity of the entire process.

Recording decision preview

A general announcement about call recording for quality purposes increases the hang-up rate, especially for outbound businesses. ASC's Recording Decision Preview provides an interface between the recorder and an IVR or ACD application. An announcement to the caller is initiated only if the call will be recorded. Therefore, the hang-up rate is significantly reduced so quality monitoring will not affect your business.



New free test version of INSPIRATION*pro* 8.0

For your convenience, ASC has created a DVD containing a pre-installed INSPIRATION*pro* 8.0 as a VMware Image and the corresponding VMware Player. The latest VMware Player software even supports Windows Vista™ operating systems.

The test version runs on your computer in minutes and lets you experience one of ASC's state-of-the-art products.

To order, please contact ASC HQ (hq@asctelecom.com).

Benefits of Quality Monitoring

Customers

- Improved customer service
- Personalized relationships
- Reduced hold times and transfers

Agents

- Effective training and coaching
- Improved job skills
- Increased motivation

Supervisors

- Effective management
- Awareness of service quality
- Transparent communication content

Companies

- Increased loyalty
- Reduced employee turnover
- Improved productivity
- Continuous improvement process

Subject to change without notice. Please note that the maximum channel capacity is only valid under standard conditions. Depending on the usage, the complexity of a specific configuration, and the number and types of software applications installed, certain restrictions may apply. Please contact ASC for further information.

About ASC



ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC's ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC's management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

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