

## Performance Improvement for Contact Centers

As the primary customer interface, contact centers determine customer retention and loyalty. INSPIRATION<sub>pro</sub>, a comprehensive quality management solution, effectively manages and improves agent performance and enhances customer relationships.

ASC's INSPIRATION<sub>pro</sub> offers a unique, multimedia-based, quality monitoring solution for contact centers. It employs a distributed web-based architecture and an easy-to-use browser-based interface, providing improved productivity through a reduced learning curve and open integration standards. Simpler and less costly deployment also results in a faster return on investment.

### Benefits of quality management

#### Customer

- Improved service
- Personalized relationship
- Increased loyalty
- Reduced hold times and transfers for more customer satisfaction

#### Agents

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

#### Supervisors

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

#### Company

- Create loyal customers
- Reduce employee turnover
- Improve productivity
- Analyze operations

**Customer calls become a valuable information source!**

### Communications need control

Even though communications make business possible in the first place, the content and quality of customer interactions are often uncontrolled. In call centers, where communications serve as the sole business driver, it becomes vital to know what is really going on.

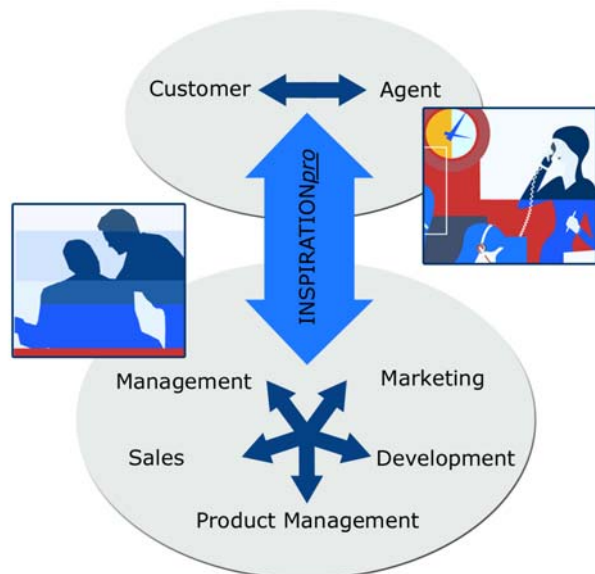
Call recording and quality monitoring fill this knowledge gap by monitoring crucial business processes and changing the call from a phantom to a data resource.

Learning about the service level and core competencies, the classic realms of "quality monitoring," helps provide agents with essential guidance and "fine tunes" their communication skills.

With the latest version of INSPIRATION<sub>pro</sub>, companies may also analyze the content of recorded calls through keyword spotting. By searching for specific words, businesses may gain insights on their competitive situation, complaints or the latest trends.

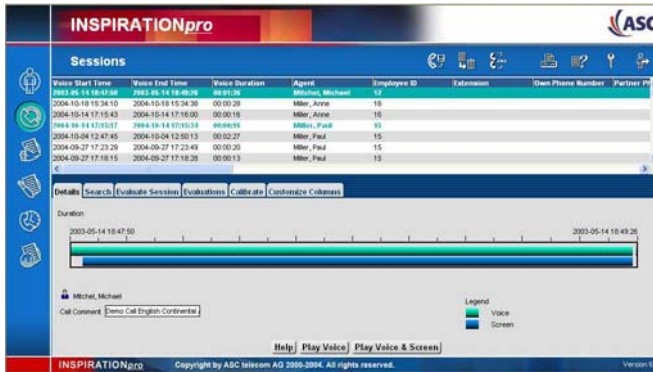
### Including all customer channels:

The phone call still provides the most important communications channel for customer interactions, but email and other media are gaining rapidly and thus require more attention from quality monitoring systems. Even with professional email response tools, communications content must be evaluated and aligned with company values and corporate identity. With INSPIRATION<sub>pro</sub>, email output may be integrated into the quality improvement process.



## Truly browser-based

INSPIRATION<sub>pro</sub>'s advanced browser-based interface provides access to system capabilities from anywhere in the world. It also eliminates the need to install proprietary software on every desktop, thus reducing set-up and maintenance costs, avoiding potential conflicts and limiting unnecessary resource consumption.



## Easy to install

INSPIRATION<sub>pro</sub> 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. The intelligent application minimizes training and provides immediate results.

## Modular approach

INSPIRATION<sub>pro</sub> offers a modular application architecture, allowing customers to select only what they really need. In addition to the basic Server and Supervisor licenses, businesses may purchase **Quality Monitoring packages** for evaluation and report capabilities, the **Record Planning module** for organization of quality sessions, and **Screen recording** to add online customer interactions to recording capabilities.

## Online Help for the agent

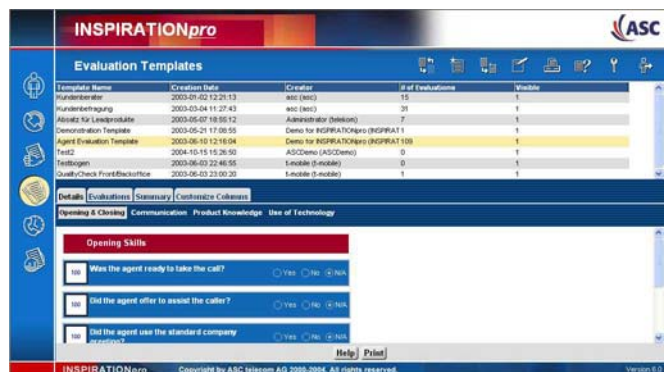
Agent Assistance incorporates a "request support" functionality so representatives may approach the supervisor for help in real time without the customer's knowledge. Supervisors may respond with instant messages (via the chat window) or even take control of the agent's PC.

## Active coaching

INSPIRATION<sub>pro</sub> allows incorporation of authentic voice files into an instant coaching action. Recorded calls can be provided to agents, supplemented with remarks or other advice, may be presented to agents. "Best / worst practice" examples and other learning sessions may be created by trainers or supervisors and rapidly distributed.

## Intelligent search and analysis

Keyword spotting adds new criteria for searching recorded calls. By selecting customized industry or company buzzwords, organizations may gain insights on their competitive situation, customer satisfaction or the latest trends.



## Customer feedback

The Customer Feedback module contains an integrated IVR application with a customer survey provided immediately after the agent's conversation. Statistics show customers able to report bad experiences are less likely to defect than those who aren't. In addition, this module allows a scientific check on the whole quality monitoring process since supervisor ratings of individual agents should correspond to customer remarks.

## ASC's total quality solution

ASC's communications recorders, MARATHON EVOLUTION, MARATHON *EVOlite* and *EVOip* (Voice Over IP), record all types of customer interactions. The systems connect to recording platforms at multiple departments and/or 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.

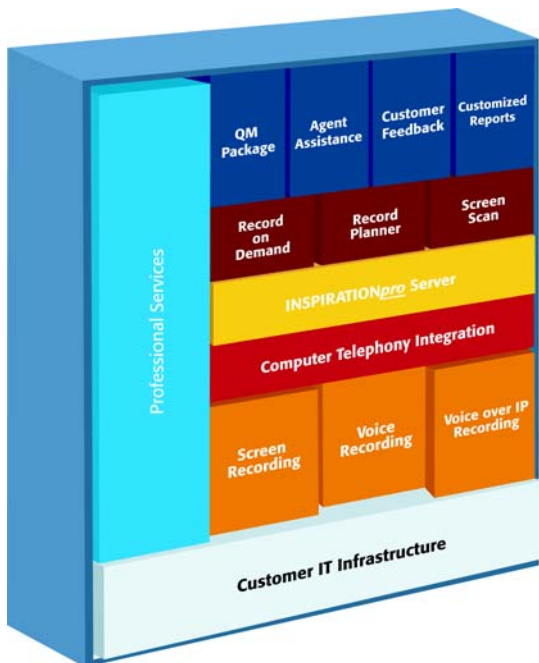
ASC's communications recorders offer distinct benefits!

- Full-session multimedia recording
- Capture of the entire customer interaction
- Open, scalable architecture
- Easy data retrieval through online access and minimized system footprint
- On-Demand and selective recording
- API (Application Programmer Interface) for easy integration with existing applications

## Seamless integration

The CTI version of INSPIRATION<sub>pro</sub> 7.0 captures and stores all call information in a comprehensive database and may be programmed to automatically record specific interactions. It provides a streamlined search-and-retrieval process in a cost-effective solution.

## INSPIRATION<sub>pro</sub> highlights



- Monitors all communication channels
- Easy-to-use, intuitive interface
- Customized evaluation templates
- More than 30 standard reports
- Truly browser-based design - easy to access via Internet / intranets
- Search and replay of voice and screen recordings
- Modular, scalable application
- Easy scheduling of quality and recording sessions
- Powerful user rights and licensing concepts
- "Agent Assistance" and "Agent Feedback" functionalities
- Bookmarking and remark integration in recorded calls
- Keyword spotting for search and analysis
- Easy creation of "ad-hoc" training sessions

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