

# ASC ICMI 2019



# ASC ICMI 2019



Ed Mooney Director of Sales, North America for ASC notes that the recording and analytics company, based near Frankfurt, Germany is a worldwide concern with 12 international locations. They started out over 50 years ago as a reel-to-reel company but changed their focus with the advent of contact centers. “My elevator pitch is that when someone asks me what your company does, I tell them that whenever they call customer service at Hyatt, or Google or the US Air Force---all organizations we serve—and a voice comes on the line saying ‘this call might be recorded for quality or training purposes’---that’s what we do,” he said. “As the industry has changed, we not only record the voice, we record chat, Skype, and video in addition to providing screen recording.”

Over the past ten years, ASC has also become a pioneer in speech analytics, so clients can pull out words or phrases or even the entire transcript in conversations. This allows contact center managers and supervisors to see what it is right and wrong with the recording, to measure emotion or see if there are long gaps in the conversation. Supervisors can be notified in real time, allowing them to tap into the conversation and assist the agent.

The solution incorporates workforce optimization, where businesses can pull all the metadata that ASC pulls out of the PBXs and contact center to be used for high-end reports. Mooney considers the major differentiator to be the quality of the software engine behind the speech analytics solution. Companies have to ‘train’ analytics. Right of the box, ASC works with its enterprise customers and large service providers to help the end user train the software to recognize words or phrases that they wish to look into. The better the search engine, the better the analytics.

Another important capability is the ability to store existing recordings. “When companies change platforms, they have millions of recordings stored,” said Mooney. “Many of our competitors can’t transfer these recordings to our system or even to other servers and still store them. ASC can provide that, regardless of the platform a client has been working with.” ASC will soon be offering plug-ins for the speech analytics, the first one to be released later this year for Microsoft Cognitive Services, which will benefit compliance teams by enabling them to use that speech engine to leverage all the analytics in the Microsoft universe. The company plans additional plug-ins for Amazon and Google Cloud, reshaping the software to give businesses who operate in the cloud the option of using additional analytics engines, which Mooney calls a “game-changer.”

ASC has seen a groundswell of interest into moving to the cloud. “As recently as a year ago, 90% of our demos were CAPEX-based for on-premise systems. Now it’s 50-50,” he said. “Instead of making a \$250-500,000 investment for recording, they can pay as little as \$5000 a month and get all of the same features. Companies can choose from a buffet of functionalities and can add the ones they need as they go along.”

# ASC ICMI 2019

ASC is privately owned but competes effectively against the larger publicly traded companies and can provide additional customization both quickly and cost-effectively. The company does as many as three software releases per year, enabling cloud clients to quickly obtain updates. They consider their main advantage as being nimbler and more realistically priced than their competition. "I tell my clients they are getting a Ferrari at a Subaru price," said Mooney.

*Why is it critical for companies to gain systematic insight into their current service level and agent quality to identify the starting point for continuous improvement?*

ASC provides Level 1 SLA for most of our installations. We make available Level 2 and 3 training so our partners can handle upgrades, licensing and changes to the environments quickly and accurately.

Our onsite and remote training courses continually keep our partners and enterprise customers apprised of our newest applications; we also offer free at all times to all customers current on our maintenance contracts free software upgrades to make use of our analytics and real time recording improvements.

*Can you explain how your solution helps to ensure that contact center compliance is maintained in all circumstances?*

ASC offers certified solutions for evidence-proof recording and long-term archiving of communications. In collaboration with our enterprise end-users, ASC's recording solution enables companies to fulfill the requirements of compliance regulations, such as MiFID II and Dodd-Frank, in a simple and efficient manner. ASC's neo suite records communications from multiple channels such as landline networks, mobile phone, video call, chat and screen activities. Additional tools for quality management, speech analytics and eLearning round out its portfolio. ASC offers its products as a local on-premise solution or as a service via the cloud.

*In what ways does your solution allow businesses to analyze communications streams and evaluate the content of conversations?*

Omni-Channel Recording: ASC's neo recording suite captures, saves and archives multiple communication channels including mobile voice, video, and chat for financial institutions, contact centers and public safety organizations. Since 1964, ASC has provided innovative recording systems to meet the most stringent demands.