

## CCW 2018: ASC Presents Compliance Recording and Analytics

- **Compliance recording to fulfil the requirements of regulations such as MiFID II**
- **Speech analytics tools to detect risks**
- **Support for fulfilment of the new EU General Data Protection Regulation (GDPR)**
- **Available via the cloud or as on-premise solution at the customer's place**

**Hörsbach, February 15, 2018** – ASC is presenting its recording, analytics and quality management solution at CCW in Berlin from February 27 to March 1, 2018. Visitors can meet the experts for compliance recording and analytics at booth D22/D24 in Hall 2.

Due to legal regulations, the recording of consultant calls is obligatory in many sectors – including financial institutions and insurance companies. ASC offers evidence-proof recording to comply with legal regulations, such as MiFID II for financial service providers. In addition, speech analytics tools can be used to automatically unveil breaches of compliance regulations, and report them to the management. “Risks can be detected at an early stage and corresponding measures can be implemented,” explains Marco Müller, Chief Operating Officer of ASC.

The European General Data Protection Regulation (GDPR) takes full effect on May 25, 2018. This regulation brings with it significant changes for how companies record, archive and process customer data. The “right to be forgotten” is a central aspect of the GDPR and gives customers the right to request that their personal data is fully erased. ASC’s solution helps to find stored data in a targeted manner and tag it for deletion.

ASC’s innovative solutions systematically record and analyze communications between customers and companies. Collected data can be used to analyze services, campaigns and products, present evaluations in user-friendly reports/dashboards, detect risks and compliance infringements, and record contract data.

The CCW is one of the major events for the Contact Center industry and is already being held for the 20th time. More than 270 exhibitors and 8,000 visitors are expected at the Estrel Congress Center in Berlin this year.

For more information about ASC’s portfolio, please visit [www.asctechnologies.com](http://www.asctechnologies.com).

# PRESS INFORMATION

## 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 the United States, Brazil, Japan, Singapore, Hong Kong, Dubai, Switzerland, the United Kingdom, France and Romania as well as a worldwide service network, ASC is a powerful global player in its industry.

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We record & analyze communications

