



## **neo** - the Workforce Optimization Suite from ASC

The power to drive your business!

ASC's WFO Suite with INSPIRATIONneo helps improve companies' performance in a sustainable manner that supports your brand, creates employee and customer loyalty, and improves profitability.

# Customer communications becomes a valuable source of information for the entire organization



**The neo WFO Suite provides deep insight into your organization with numerous opportunities to optimize your business processes and increase staff efficiency in order to reduce costs, increase returns and improve customer contacts.**

## Contact Center: A Gold Mine

ASC focuses on contact centers to gather information on the performance of the entire enterprise - because this is often the customers' first and only point of contact.

The customer directly provides the organization with relevant information for each business unit. Through recording and systematic analysis, the raw data evolves into valuable and relevant business information for the entire organization. Recorded customer interactions are the basis for analyzing services offered, campaigns and products. They contain valuable feedback from your customers and can facilitate root-cause analysis of issues arising in the contact center and back office.

The management can then formulate an effective plan of action. Thus contact centers provide enormous business intelligence for the entire company. They become a gold mine.

## WFO To Understand What's Going On and Do Something About It

The marketing team can now review campaigns at an early stage, modify them if necessary, and considerably influence their success. The contact center and operations teams learn about the competitive market, new customer requirements and any disconnect with messaging and processes. The holistic analysis of customer interactions improves business processes and helps the contact center meet high quality standards.

## Your Power To Drive Your Business

A WFO Suite encompasses multi-channel recording as well as quality and performance management. Additional software modules like eLearning & coaching, speech and content analytics, customer feedback and workforce management can be used individually and according to your needs.

## Multi-Channel Recording

Multi-channel recording of communications between organizations and customers serves as the foundation of a WFO Suite. ASC offers a state-of-the-art solution for complex scenarios - at multiple locations as well as for various technologies, media and recording types.

## Quality Management

The WFO solution INSPIRATIONneo facilitates transparency and an objective evaluation of service quality in a contact center through the evaluation, training and coaching of agents. This objectivity is preserved through an impartial automated workflow tool selecting interactions to be recorded based on pre-defined criteria.

For the most constructive evaluation, agents must be integrated into the process, as well as their supervisors. All too often, these self-evaluations are even more critical than those made by their coaches. And if agents do not agree with the supervisor's opinion, they have the right to contest it. Furthermore, the WFO solution lets agents access their own recorded sessions, completed evaluations and assigned training packages. Empowering individual agents in this way increases motivation, staff retention and customer satisfaction. Interactions can also be evaluated by a second coach enabling 'calibration' of the entire process.

## Performance Management

Performance management focuses on the most relevant contact center Key Performance Indicators (KPIs) and pre-defined reporting options. Qualitative and quantitative data can be reviewed at a glance and acted upon to improve First Call Resolution (FCR), Average Handle Time (AHT), Average Wait Time (AWT) and Average Answer Time (ASA). In addition to these statistics, ASC's INSPIRATIONneo increases sales and improves the customer service experience.

# INSPIRATION<sub>neo</sub> - Incredibly sophisticated yet easy to use, install, configure, maintain and expand



## eLearning / Coaching

eLearning and coaching improve the agent's expertise through training packages based on individual knowledge gaps. The effectiveness of these tailored packages can be measured through customized quizzes, thus providing an accurate overview of their skills. The best training results are achieved by recording actual interactions and reviewing best-practice calls with corresponding screen content. The recorded sessions serve as potential training material, where key areas can be marked up and a customized training film created.

## Workforce Management (WFM)

WFM ensures the right number of agents with the right skills handle your customer interactions. Using a mixture of historic data, advanced forecasting and 'what-if' scenario algorithms, WFM applications let the whole enterprise improve productivity and cost efficiency. The tools for scheduling and quality management are closely linked, and agent schedules are displayed in the QM software. Arranged training sessions and results from QM evaluations also affect the deployment scheduling.

## Speech & Content Analytics

Through automatic analysis, speech analytics software identifies the most interesting, critical and useful conversations among an otherwise unmanageable number of interactions. The subsequent content analytics suggests trends and modifications based on thousands of conversations. It filters interesting calls to evaluate specific issues in a contact center and lets the entire business fix fractured processes and gain competitive intelligence.

## Desktop Analytics

Operational efficiency can be dramatically improved and fractured processes rapidly fixed through desktop analytics. Tracking desktop activity creates operational efficiency for key contact center metrics such as First Call Resolution as well as the enterprise's back office, an area where productivity is rarely measured. In conjunction with WFM, both the contact center and the back office can now be optimized to dramatically improve operational performance.

## WFO out of the Cloud

ASC offers its entire WFO Suite as a Cloud-based application. Therefore, ASC's customers can purchase Software as a Service (SaaS) on demand, always up-to-date, without any risk or pre-investments but with high flexibility.

### ASC's WFO Solution

- Supports the collection and storage of communications-centric data across relevant media within an enterprise
- Converts unstructured data into valuable and relevant company information
- Seamlessly fits into even the most complex ICT infrastructure
- Helps to improve companies' performance in a sustainable manner that supports your brand, creates employee and customer loyalty, and improves profitability

## Customer Feedback

Customer surveys extend feedback from supervisors and agents, providing your business with a 360-degree overview of the quality of agent interactions.

Supervisors can compare their own evaluations with the opinions of the customer. The surveys also serve as a real-time barometer of success for new services and marketing strategies as well as business processes, thus providing root-cause analysis for the entire enterprise.

### WFO Benefits for ...

#### Customers

- Improved customer service
- Faster problem solving
- Reduced hold times and transfers

#### Agents

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

#### Supervisors

- Effective staff management
- Cognitive strengths and weaknesses
- Sensitivity to service quality
- Transparent communications

#### Companies

- Reduced training costs
- Higher returns due to up/cross-selling
- Customer-focused product development
- Increased customer and employee loyalty



## ASC - a Powerful Global Player

ASC is a worldwide leading software company with innovative solutions to record, analyze and evaluate communications. All multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed. The content of communications becomes transparent, critical information is generated and market trends are revealed, providing real-time business intelligence for immediate management action.

ASC solutions make customer experience measurable. Specific actions can be taken to significantly improve customer retention, increasing corporate revenue and creating sustained loyal customers. Thus, ASC's clients are always one step ahead of the competition.

ASC also offers its entire suite as a Cloud solution. Therefore, customers have the choice to retrieve Software as a Service, on demand and always up-to-date, without any risk or pre-investment, and in the most flexible manner.

With subsidiaries in the United Kingdom, France, Switzerland, the United States, Brazil, Japan, Singapore and Dubai, as well as certified and vastly experienced distribution partners, ASC's ambitious projects span more than 60 countries. Headquartered in Germany, ASC is a powerful global player with an export quota of over 70 percent and a worldwide service network.

Todos os nomes de produtos e marcas são marcas comerciais ou marcas comerciais registradas da ASC.

[asc technologies.com](http://asc technologies.com)

**World Headquarters**  
 ASC Technologies AG  
 Seibelstrasse 2 - 4 | Phone +49 6021 5001-0  
 63768 Hoesbach | Fax +49 6021 5001-310  
 Germany | [hq@asc technologies.com](mailto:hq@asc technologies.com)

Please scan this code for more contact information



**Subsidiaries:** United Kingdom, France, Switzerland, United States, Brazil, Japan, Singapore, Dubai

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