Make Customers Happy with True Visual IVR

The ChoiceView™ Company

Did you know that 74% of business leaders say that improving the customer experience is a high or critical priority? Also according to a 2014 Forrester Research study (*The Wall Street Journal*, 2/10/2015), businesses are increasing their spending on technology that helps win, serve and retain customers.

This is good news for the millions of customers who suffer daily with painful automated phone systems. "The vast majority of consumers despise....evil switchboards" as David Lazarus of the *L.A. Times* (1/26/2015) describes them. Other opinion leaders agree: "Interactive Voice Response"— gets my vote for the runaway worst invention of the last half-century." (*The Wall Street Journal*, 5/12/2012).

HOW TO MAKE BOTH CUSTOMERS AND BUSINESSES HAPPY?

A True Visual IVR is the answer. Adding visual capabilities to an existing or new Interactive Voice Response (IVR) system allows instant 2-way, 'voice with visuals' sharing for all callers during standard voice calls. Callers can see visuals while talking via a mobile app on a smart device, or simply using a browser on a smartphone, tablet, PC or Mac. For users, it's a pleasant surprise to call a business and to see and hear.

A True Visual IVR provides callers with:

- Easy-to-navigate, tappable visual menus
- Easy-to-submit visual content
- Easy-to-understand, fast visual responses from the IVR
- If needed, easy transfer to live agents for continued 'Voice with Visuals' collaboration.

For businesses, the preferred attributes of a True Visual IVR also include:

- Originates calls from/to any phone and any network
- Launches from a phone call, through a mobile app, or at a website
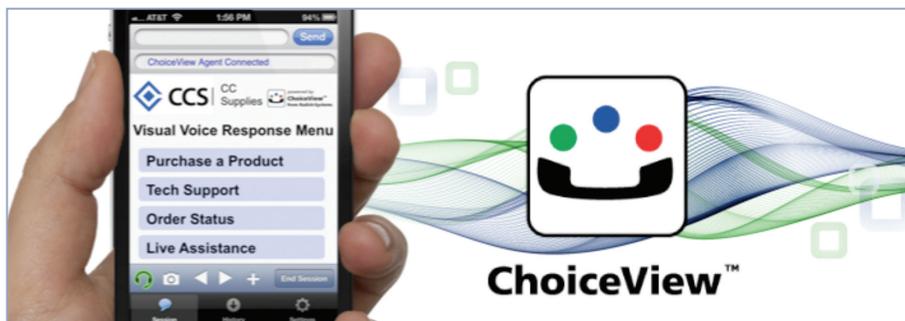
- Provides secure, fully encrypted data transactions
- Sends caller data to live agents, if call is transferred
- Upgrades existing or new IVRs via script changes only, with NO new hardware or source code.
- Realizes significant IVR cost savings by eliminating some of the text-to-speech conversions.
 (learn more at **www.TrueVisualivr.com**)

TRUE VISUAL IVR USE CASE

ChoiceView from Radish Systems offers a True Visual IVR that improves transactions for both customers and businesses. This Use Case demonstrates how 'Voice with Visuals' provides customer support. (Video demos– **www.radishsystems.com**)

CURRENT SITUATION: You call a consumer electronics company for technical support. An IVR answers, "Thank you for calling. Have a pen and paper ready." After hearing seven options, you select option 2. Now the automated voice lists nine more specific options. After selecting option 7, you try to understand and scribble down lengthy complex information, hoping you can solve the support issue.

BETTER SOLUTION: The Company uses ChoiceView Visual IVR on top of its current solution. While listening to the automated voice, you instantly see visual menus and tap through them quickly to the desired information. You respond to questions and hear/see relevant diagrams, graphics, and step-by-step instructions on your smartphone or web browser. You save them and resolve your support issue.

RESULTS: Fast, accurate, effective and efficient support resolution for a happy customer —*"Wow, now I see what you're talking about!"*™

EASY-TO-ADD VIA CHOICEVIEW OPEN STANDARD

Radish Systems' ChoiceView solution can be added to existing or new IVRs using open APIs and SDKs. Radish and its partner firms make implementation easy. A ChoiceView True Visual IVR solution is already available on Tropo, Twilio, Avaya, Holly, Voxeo and other VXML-based IVRs. See demos and more at **www.RadishSystems.com/for-developers/**.

About Radish Systems
Radish improves the way organizations communicate visually with all callers, including smart mobile device and browser users, through its award-winning, patented ChoiceView technology platform. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. ChoiceView also transforms live assistance into 'voice with visuals' transactions.

Visit **RadishSystems.com** or Twitter **@RadishSystems**.