Radish Announces ChoiceView Talk for Website and App Calling
Easily Initiate "Voice and Visuals" Transactions from Websites, Mobile Apps, and Phone Calls

Boulder, CO (May 1, 2015) – Radish Systems, an award-winning mobile/enterprise software company, is pleased to announce the latest addition to its patented ChoiceView® multichannel 'voice with visuals' platform. ChoiceView makes it as easy to share visuals as it is to make a phone call. The new ChoiceView Talk product allows callers to launch 'voice with visuals' sessions from a link in desktop websites, mobile websites or third-party mobile apps. This offers a host of new voice and data services for users who prefer to start at a business's website or mobile app. Users can also continue to simply start a 'voice with visuals' session with a phone call from any phone, any network. Callers using ChoiceView can see and hear business information and easily complete transactions both via automated self-service systems (Interactive Voice Response or IVR) and with live representatives in contact centers or throughout the organization. The result is a better customer experience, which saves time and money. To experience "Now I see what you're talking about!™" go to www.ChoiceView.com, tap "Try ChoiceView Now!"

HOW IT WORKS

Dr. Richard A. Davis, Radish's Chief Technical Officer, noted, "ChoiceView offers many new applications for intelligent, visual calls to businesses. Now with ChoiceView Talk, users can launch 'voice with visuals' communications from a website while maintaining the familiarity of a standard phone call and use their Favorites, Recents, or Contacts. When a call is initiated from a website this way, contextual information is delivered ahead of the incoming call to the business, so IVR systems and business representatives can answer intelligently while continuing visual sharing. Users are pleasantly surprised when they call a business -- from their website or directly -- and discover that they can visually interact right on the same call."

EVERYWHERE OPERATION

Users can now start a ChoiceView 'voice with visuals' transaction with a phone call, chat session, web browser, or mobile app. Users call from ANY phone including a smartphone, standard mobile phone, landline, Skype, webRTC, or other VoIP service while visuals are displayed on a mobile device, PC, Mac, or tablet. ChoiceView callers use a standard browser and the free ChoiceView Web App or the free ChoiceView Mobile App that works with any ChoiceView-equipped business.

CHOICEVIEW ARCHITECTURE

ChoiceView Talk uses the patented ChoiceView cloud-based switch architecture for seamlessly joining a data session to a phone call. The result is enhanced phone calls that are compatible with the existing phone network, numbering plans, call

routing, and business contact centers. This approach makes it easy for endpoints to become ChoiceView enabled since the heavy lifting of 'voice with visuals' communications isn't done by IVRs or agent desktops, but by ChoiceView itself through open interfaces and apps.

CHOICEVIEW APPLICATIONS

Customer support is the killer app to improve sales and service. Industry use cases include mobile commerce, True Visual IVR systems (TrueVisualivr.com), technical support, employee communications, and enhanced customer support. Imagine you're on a website and need help. You tap 'ChoiceView Talk' and enter the phone number of the phone you'll be using. You call the 800-number as usual from that phone, tap START, and easily use your web browser to see and hear visual menus and responses from a true ChoiceView Visual IVR. Contextual information from the web page is delivered to the business. If more assistance is needed, you can transfer to a live agent to continue voice and visual sharing.

ABOUT RADISH SYSTEMS

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate visually with all callers, including smart mobile device and browser users, through its award-winning ChoiceView Software-as-a-Service (SaaS) technology platform. ChoiceView offers the next generation of multimodal unified communications, allowing visual information and secure data to be shared during a phone call with callers using any phone, any network, and many display devices. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant technology increases comprehension, problem solving, and recall on calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. Visit RadishSystems.com and Twitter @RadishSystems.

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TAGS: ChoiceView, Interactive Voice Response, Visual IVR, True Visual IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, mobile self-service, automated phone systems, mobile applications, web applications, ChoiceView Talk, voice with visuals, visual customer engagement.