



## Radish Announces ChoiceView Visual Directory

Callers Can Visually Search For and Contact Employees and Departments from Their Regular Phone

**Boulder, CO (September 17, 2015)** – Radish Systems, an award-winning mobile/enterprise software company, is pleased to announce ChoiceView Visual Directory(TM), the latest addition to its patented ChoiceView(R) multichannel 'Voice with Visuals' product suite. Users who call an organization at anytime from any ordinary phone are presented with a visual menu of options. After choosing 'Directory,' they can see and hear a listing of departments or search for an employee with keyboard entry. When the party is located, the call is transferred, and the 'Voice with Visuals' live collaboration session continues. Using the power of ChoiceView, callers no longer suffer while listening to a long list of options or get delayed while being transferred many times before finding the proper destination. ChoiceView Visual Directory provides a new, multimedia dimension for businesses to interact with customers in a way that's totally compatible with their existing communications infrastructure as well as with the phones and mobile devices used by their customers and employees.

### HOW IT WORKS

When users call a business, they're given the opportunity to engage in visual sharing, even though they started with an ordinary phone call. From there they can quickly and visually determine how to reach the appropriate department or employee. An employee is notified on his/her business phone as well as any mobile devices, and the call is transferred. Any call transferred in this way continues as a shared visual session. With ChoiceView, callers no longer have to suffer through lengthy voice phone trees or tediously spelling from the phone dial pad or getting transferred many times before reaching the proper destination. There's no more "Please listen closely as our menu options have changed" or "I'm sorry, I don't understand."

### EVERYWHERE OPERATION

Users can 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. Organizations add ChoiceView Visual Directory capabilities over-the-top of their new or existing automated phone systems. Try it out by calling +1 720-440-7560 or going to [m.RadishSystems.com](http://m.RadishSystems.com) on your mobile device and selecting 'Try ChoiceView Now.'

### CHOICEVIEW APPLICATIONS

Radish works with businesses that want to improve the customer experience, save time and money, and increase profits. With ChoiceView, what started out as a regular phone call is transformed to a voice and visual call with endless ways for businesses to serve their customers. ChoiceView can cut call time and costs by more than half in most situations, increase understanding by 600% or more, increase self-service opportunities, and improve user satisfaction and engagement. ChoiceView Visual Directory is one example of a greatly improved way for customers to interact with organizations.

#### 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. It supports live visual collaboration. 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](http://RadishSystems.com) and Twitter @RadishSystems.

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ChoiceView is a registered trademark and Radish, Radish logo, "Wow, now I see what you're talking about!," Visual Directory, and ChoiceView logo are trademarks for Radish Systems, LLC. All other trademarks belong to their respective owners.

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, Visual Directory