Radish Announces ChoiceView WebRTC
Users Talk and Visually Interact with IVRs and Contact Centers Solely from a Browser

Boulder, CO (December 10, 2015) – Radish Systems, an award-winning mobile/enterprise software company, is pleased to announce the latest addition to its patented ChoiceView(R) multichannel 'voice with visuals' platform. Typically calls to a business are answered by an Interactive Voice Response (IVR) system or live person (such as a contact center agent) and are voice only. Now with ChoiceView WebRTC, users can make the call from their standard web browser and interact with an organization's live or self-service agent using 'voice with visuals' – all within their browser without requiring an app download. For example, ChoiceView WebRTC allows callers to talk and easily get contextual visual help during a browsing session. ChoiceView WebRTC makes it easy for businesses since the phone call and visual sharing are totally compatible with the existing communications infrastructure.

UNIVERSAL WebRTC ACCESS TO VISUAL IVRS
ChoiceView WebRTC allows users to access, navigate, and control a company's IVR or virtual assistant completely from their standard browser. The ChoiceView REST API allows businesses to upgrade their voice-only IVRs to visual IVRs with a script change only. The result is an end-to-end 'voice with visuals' call that allows businesses to support efficient, multi-channel transactions.

BUSINESS COMPATIBILITY
With ChoiceView WebRTC, calls to and from a company preserve that company's numbering plan, switching, queuing, redirection, and skills-based routing. Agents receive incoming calls as they normally do, and now those equipped with ChoiceView can visually share virtually anything accessible from their desktop, including files, images, videos, web pages, window screenshots, clipboard copies, and snipped materials.

EVERYWHERE OPERATION
ChoiceView WebRTC provides a new way for users to engage with businesses where both the call and the visual session are totally contained within the user's browser. This approach complements the many other ways to engage in a ChoiceView session. Users can start a ChoiceView 'voice with visuals' transaction with a phone call, chat session, web browser, or mobile app. Users can call from ANY phone including a smartphone, standard mobile phone, landline, Skype, and now WebRTC while visuals are displayed on a mobile device, PC, Mac, or tablet. ChoiceView callers use a standard browser and the free ChoiceView Web App (requiring no download) or the free ChoiceView Mobile App that works with any ChoiceView-equipped business.

CHOICEVIEW APPLICATIONS
Customer service is the killer app to improve sales and service. Use cases include mobile commerce, True Visual IVR systems (TrueVisualivr.com), technical support, employee communications, and enhanced customer support across all industries. Imagine you're on a website and need help. Now with ChoiceView WebRTC, when you tap a ChoiceView Start button, a 'voice with visuals' call is initiated and you're connected to a true Visual IVR or virtual assistant within your

browser. Contextual information from the web page is delivered to the IVR so it can answer intelligently and provide voice and visual menus and responses. If more assistance is needed, you can transfer to a live agent and seamlessly 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), virtual assistants, and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant ChoiceView 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. Radish provides ChoiceVew end-user and business software as well as a full suite of developer tools and APIs for easy implementation. Visit RadishSystems.com and Twitter @RadishSystems.

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TAGS
ChoiceView, Interactive Voice Response, 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 WebRTC, voice with visuals, visual customer engagement, developer tools, Visual IVR API, WebRTC, virtual assistants
SAMPLE TWEET
@RadishSystems offers @ChoiceView WebRTC so users call from web browser & interact visually. www.radishsystems.com/media-center/media-releases/

More visuals at: http://www.radishsystems.com/media-center/media-resources/