



Foothills United Way Deploys ChoiceView Visual IVR

ChoiceView Provides Callers with a Visual Directory to Simplify and Speed Up Call Routing

BOULDER, CO (July 30, 2018) Radish Systems today announced the deployment of its ChoiceView Visual IVR at Foothills United Way. ChoiceView provides mobile callers with a Visual Directory of Foothills employees and departments as well as emergency shelter locations and other contact information in an easy-to-understand visual format. As a result, users calling Foothills United Way have the option of seeing information instead of just listening to it being spoken. Especially for company directories, the 'voice with visuals' approach is an efficient and much less time-consuming way of conveying information to callers. With high employment rates and people leaving for higher paying jobs, more employers rely on automated (IVR) interactive voice response systems. The ChoiceView Visual IVR shortens calls and improves call containment through visual self-service also reducing needs for live staff.

Foothills United Way's President and CEO, Douglas Yeiser says,

"We're pleased to collaborate with Radish Systems and Boulder Phone to offer callers a Visual Directory powered by ChoiceView Visual IVR, whenever we're unable to answer the phone live. It's really handy for smartphone callers who want to connect to our staff or find services. They can quickly see and save information, then automatically transfer to a website or dial a number."

Boulder Phone, President, David McIntosh agrees,

"The ChoiceView Visual IVR is easy to implement over-the-top of our Boulder Phone platform. We are thrilled to work with Radish Systems to deploy the ChoiceView Visual IVR solution at Foothills United Way."

How It Works

When a user calls Foothills United Way, an auto-attendant answers. It quickly offers mobile callers the option of seeing visual information instead of listening to voice prompts. The caller then receives an SMS text to launch a browser and view the information. There's no mobile app that needs to be installed or used. While viewing the Visual Directory delivered by the ChoiceView Visual IVR, a caller reaches an employee or department via a single tap. There's also the option for sending the employee an email. Once the session ends, the caller can save the Foothills United Way menu to the home screen of their mobile device to access

directory and other information later and contact employees without first calling the Foothills main number. [See screenshots below.]

The Power of a Visual IVR

A Visual IVR can transform a voice-only automated call to a 'voice with visuals' experience for smart device and browser users. Visual IVR deployments provide good results. Companies are finding improved call containment in the IVR, shorter call handling time, enhanced caller understanding, higher first call resolution rate, and increased caller satisfaction. Fewer calls are thereby transferred to live agents, which greatly increases self-service and reduces operating costs. Importantly, Visual IVR improves the Customer Experience (CX).

Radish Systems offers a cloud-based communications platform called ChoiceView®, which adds 'visuals to voice' to enhance customer engagement. ChoiceView provides multiple deployment options for IVRs, phonebots, chatbots and virtual assistants ranging from simple menu changes in an auto-attendant system to including ChoiceView REST API calls directly in an IVR's contact flow. In all cases, ChoiceView is an over-the-top and easily implemented solution which maintains compatibility with existing phones, phone networks, dialing plans and call routing. Learn more: www.TrueVisualivr.com.

About Foothills United Way

Foothills United Way is leading collaborative programs for Boulder and Broomfield counties of Colorado, engaging thought leaders and organizations across the community who provide the passion, expertise, and resources needed to get things done. They determine community's needs based on proven and accountable research for the newest and most innovative solutions. Core focus areas are dedicated to long term achievement within early childhood success, attainable housing, and community resilience. United we win. More at UnitedWayFoothills.org and on Twitter @FoothillsUW.

About Boulder Phone

Boulder Phone is a 'one stop' shop for business telephone systems providing voice/data wiring, office wireless, and voice/data internet connections. For over 30 years, Boulder Phone has provided business telephone systems and service to Boulder County in Colorado and beyond. More at www.boulderphone.com and on Twitter [@boulderphone](https://twitter.com/boulderphone).

About Radish Systems

Radish Systems offers a cloud-based communications platform called ChoiceView®, which adds "visuals to voice" to enhance customer engagement. 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 seamlessly joins a data session to traditional voice and SMS communications in a way that's totally compatible with the existing infrastructure.

ChoiceView offers the next generation of multimodal communications, allowing visual information and secure data to be shared during a 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 percent, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. Visit RadishSystems.com, www.TrueVisualivr.com, and Twitter [@RadishSystems](https://twitter.com/RadishSystems).

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Trademarks: ChoiceView is a registered trademark and Radish, Radish logo, ChoiceView logo, and "Wow, now I see what you're talking about!" are trademarks of Radish Systems, LLC.

Tags: ChoiceView, live agent, Interactive Voice Response, Visual IVR, true Visual IVR, Visual IVR vendors, omnichannel IVR, Mobile User Experience, Unified Communications, Contact Center, Mobile Customer Support, Radish Systems, Customer Experience, Customer Relationship Management, mobile self-service, visual customer service, mobile applications, web application, voice with visuals, customer engagement platform, live visual sharing, mobile digital engagement, visual automated agents, phonebot, chatbot, Visual Director, United Way, Boulder Phone.

Sample Tweet

[@RadishSystems](https://twitter.com/RadishSystems) & [@boulderphone](https://twitter.com/boulderphone) deploy [@ChoiceView](https://twitter.com/ChoiceView) #VisualIVR at [@FoothillsUW](https://twitter.com/FoothillsUW) so #smartphone callers see #VisualDirectory info <https://tinyurl.com/y78nhzoz>

More Visuals: RadishSystems.com/media-center/media-resources/

