

## **Radish Awarded New Patent for Voice and Data Communications** Technology Allows Sharing of Visual and Other Data in Real Time During Calls Solving Business Communications Issues

**BOULDER, CO** (April 18, 2017) – Radish Systems, a leader in voice and data mobility solutions for visual customer service, announces that it has been awarded a second key patent from the U.S. Patent and Trademark Office for its integrated voice/data technology known in the market as ChoiceView®. This patent, which dates from 2009, significantly extends the reach of Radish's intellectual property from an environment of mobile apps and Windows software to an environment of web apps and websites. ChoiceView marries telephone and Internet technology for rich 'voice with visuals' calls. U.S. patent # 9,521,259 covers most any conceivable way for users to engage in voice-and-visual calls with businesses, even though they may not use a smartphone, have a pre-installed app, or expect anything other than a voice-only call. It also covers new system configurations for businesses resulting in even faster deployment and easier integration of next generation, multi-modal business communications through many channels which solve real problems -- irritated customers tired of voice-only Interactive Voice Response (IVR) systems, repeating information, long hold and processing times, and lack of self-service. ChoiceView is available now to license direct for business use and for other communications firms to easily embed 'voice with visuals' capabilities in their systems.

### **ChoiceView Architecture**

ChoiceView, as described in an earlier Radish patent, provides a cloud-based switching mechanism for establishing data sessions in conjunction with phone calls or chat sessions. The new patent covers a subset of ChoiceView, where the switching mechanism in certain cases reduces to a website. As a result, ChoiceView allows a website to become a visual Interactive Voice Response (IVR) system or a voice-only IVR to be upgraded to a visual IVR. Also ChoiceView allows a seamless transfer to live agents for visual sharing.

The ChoiceView cloud solution allows businesses to talk and share visual and other data with customers. ChoiceView increases comprehension on calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves the overall user experience, and increases business profits. For businesses seeking to go beyond voice-only capabilities to multi-channel communications, ChoiceView is an obvious choice.

Inventors of the technology are Richard A. Davis, Radish Chief Technical Officer, and Anthony J. Brittain, Radish Chief Architect. "*ChoiceView provides a new communications channel and enables new feature*

*capabilities for the millions and millions of voice-only ports and contact center positions in the business installed base, and it does so without displacing or breaking existing hardware or software," said Davis. Brittain noted, "A unique aspect of ChoiceView is its cloud-based switching platform that establishes secure data sessions between users and businesses while following the routing of phone calls and chat sessions."*

## **ChoiceView Benefits**

ChoiceView allows an easy upgrade of the large installed base of existing IVRs, contact centers, and other systems from voice-only to voice-and-data communications. It preserves compatibility with existing dialing plans, call routing, queuing and the business phone infrastructure while providing a new dimension in visual communications. ChoiceView provides rich communication services on today's phone network.

ChoiceView also works with Skype, WebRTC and other in-band voice services, allowing callers to start a session with a browser instead of a phone call. In addition, ChoiceView easily adds a visual dimension to chat bots, phone bots, and other artificial intelligence systems.

## **ChoiceView for Users and Businesses**

ChoiceView 'voice and visual' sessions involve communications between end users and businesses, which may have live persons, automated agents or virtual agents. End users utilize any phone and see visuals in the browser of a smartphone, computer, or tablet.

The ChoiceView web app is perfect for first-time callers who dial a business however they wish from a phone or the web. It is much more than a browsing experience since ChoiceView provides both visual content and separate session controls. A pre-installed app is not required. The ChoiceView web app also allows easy integration of ChoiceView functionality in existing mobile apps. The app simply points to a ChoiceView URL in a WebKit environment. Of course, Radish still offers free iOS and Android ChoiceView mobile apps that provide additional functionality.

Live agents in a contact center or throughout the business use ChoiceView Live Agent software providing a broad range of capabilities for visual and data sharing. It includes a standard ANI screen pop mechanism for calls, together with enhanced caller ID. Live agents already have a wealth of visual information on their desktops, but without ChoiceView, they have to speak it back.

IVRs plug into the ChoiceView cloud via an open REST API with a script change only. Instead of long voice phone trees which can consume minutes, ChoiceView callers see a visual menu and hear "Please tap your menu selection." Alphanumeric entry by callers is easy and ChoiceView-equipped IVRs can seamlessly transfer visual calls to live agents.

## ChoiceView Applications

Visual customer service is the killer app to improve sales, technical support, and customer care for mobile and browser users. ChoiceView transforms new and existing traditional Interactive Voice Response (IVR) systems from many vendors into next generation, true Visual IVRs. It transforms the traditional contact center into a 'voice with visuals' live assistance center. In health care, for example, nurse coaches can talk with patients while instantly sharing complex medical information thereby improving health outcomes and patient adherence. In retail, customers can talk and quickly see product information, receive order status, and purchase just the right products resulting in happier customers, higher revenues, and fewer returns. See more use cases and demo videos at [RadishSystems.com/solutions](http://RadishSystems.com/solutions).

## 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 or chat 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 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. To experience "Wow, now I see what you're talking about!™" moments and see demo videos, please visit [RadishSystems.com](http://RadishSystems.com). Twitter @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, 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, visual customer engagement, patent.

## Sample Tweet

#PATENT: @RadishSystems wins @ChoiceView patent for rich voice & data communications via web apps and websites. <https://tinyurl.com/m39fwka>

**Visuals:** [RadishSystems.com/media-center/media-resources/](http://RadishSystems.com/media-center/media-resources/)