**radish**
The ChoiceView™ Company

<u>**FOR IMMEDIATE RELEASE**</u>
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**SpeechTEK 2012**
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**Session D202 8/14/2012 11:45am "Add V for Visual to Your IVR"**

## RADISH SYSTEMS RELEASES CHOICEVIEW VISUAL IVR API TO EASE THE PAIN
REST API Allows TRUE 'Voice with Visuals' Mobility Communications to Easily be Added to New and Existing Interactive Voice Response (IVR) Systems

Radish CEO Speaks at SpeechTEK 2012 on "Add V for Visual to Your IVR for Mobile Users"
**BOULDER, CO**, (Aug. 14, 2012) – Radish Systems, the leader in voice data mobility solutions for customer service, today releases the ChoiceView REST API for Visual IVR  as the first ever solution to transform traditional Interactive Voice Response (IVR) systems from many vendors into next generation Visual IVRs that work with ANY network, ANY phone, and most mobile devices.  Theresa Szczurek, Radish CEO ,speaks Tuesday, August 14, 2012 at 11:45am at the SpeechTEK 2012 conference in New York City on "Add a V for Visual to Your IVR for Mobile Users on Any Network."
Go to www.RadishSystems.com to download the free paper explaining how to use a Visual IVR to improve mobile customer service,  try the ChoiceView REST API, and share companies that you would like to use a Visual IVR to ease the pain their customers experience.

<u>The Situation.</u>  It is well known that IVRs are a serious pain for callers, especially mobile callers who want ever-faster, ever-easier transactions. IVRs in Mobility are a disaster for the customer experience due to any number of interface and device issues which result in even higher abandonment rates. Worse yet, complex  IVRs with long phone trees don't efficiently deliver information or easily allow transfer to live agents.

<u>The Solution.</u>  With a True Visual IVR customers instantly see menus while hearing information, tap choices on their smart device, rapidly move through screens in much less time than it takes to speak the options, and receive visual and voice responses.   Visual IVRs powered by ChoiceView cut call time and costs, by more than half in most situations, increase understanding by 50% or more, and improve mobile user satisfaction and engagement.

Visual IVRs offer a new opportunity for Call Center service level improvement. Transforming current IVRs to Visual IVRs is a solution which provides ease of use, fast self-service with a better customer experience, and a bridge when needed  to 'voice with visuals' live assistance.

 "Radish Systems' ChoiceView mobile platform and applications offer contact centers additional options to service their customers and provide innovative ways for clients to interact through live visual communications," said Monica Tarr, SPS contact center consulting practice director. "Visual IVR provides a unique experience for smartphone users and maps caller behavior to business processes."

## Industry Leading

The ChoiceView API solution transforms an IVR into a "True, full-function Visual IVR" that Integrates with live assistance, your current IVR and business processes rather than just coded screens delivered via a mobile app that's separated from the voice call. As the leader in voice and data integration for enterprise mobility, Radish Systems designed the ChoiceView solution to follow the voice call and leverage current IVR capabilities on a wide range of industry standard IVR platforms.

Visual IVRs with ChoiceView are not difficult to implement.  No longer will IVRs impede service optimization. Rather than be a road block to meeting the needs of your business, ChoiceView-enabled Visual IVRs can enhance the customer experience as business processes improve and change.

"ChoiceView provides a new communication channel for IVRs, allowing visual menus and visual response as well as data and photo input.  Our solution allows an existing IVR to become visually-enabled with a script change only.  It doesn't affect the IVR's call processing or hardware, and mobile users simply call an IVR in the usual way to begin." Richard Davis CTO Radish Systems LLC.


## For Developers -- Mobile App and IVR Integration Available Now

The ChoiceView REST API for Visual IVRs is available now for free development and testing purposes.[1]  Mobile users access ChoiceView-enabled visual IVRs with the ChoiceView Mobile App that's available for free at the iOS and Android App Stores.  It works out of the box with any ChoiceView-equipped business.  An SDK is also available so ChoiceView capabilities can easily be wrapped into any current iOS Mobile application.  The SDK and API are all available at www.RadishSystems.com.


## About Radish Systems

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[1] Additional license fees apply for general market deployment.

Radish Systems, LLC, a mobile / enterprise software company, improves the way organizations communicate with smart mobile device 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 to be shared during a phone call with smart mobile device users using ANY phone, ANY network. The results are faster communications, lower operating costs, enhanced user experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; as a Software Developers Kit for inclusion in third-party mobile apps; and a REST API for Visual IVRs. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), and enhanced customer support. For more information and a demonstration, visit WWW.RADISHSYSTEMS.COM.

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