

Radish Systems presents **ChoiceView** —  
the smartest, easiest way for businesses  
to share visual content in-call with mobile users.

## Mobile is the Standard

**Mobile transactions are quickly becoming *the* communications standard of choice.**

Increasingly people are using only mobile phones for their business communications. Whether they want to receive customer support, access complex information, shop from a catalog of products, or complete financial transactions, users want to do so with a full understanding of their options. Users insist that their mobile device transactions be as quick, efficient, and understandable as doing business in person.

## Market Needs

**Customers *demand* and buy from companies with improved mobile transactions.**

If your business depends on communications with many people, then your success is dependent on highly effective mobile device transactions. Enhance your business communications with ChoiceView to—

- provide friendlier, more efficient transactions that increase users' satisfaction,
- improve accuracy by offering more complete voice and visual information to callers, and
- attract and retain customers, partners, employees, investors, and other stakeholders.



**ChoiceView**<sup>™</sup>

**Allows contact centers to share visual information during calls with smart mobile device users.**

With ChoiceView, when your customers, employees, or others call to place an order, ask for information, or receive technical support, you increase their understanding by sending pictures, graphics, text, or videos to their smart mobile devices while they talk or chat. The images appear on the caller's screen as your live support staff or interactive voice response (IVR) system sends them. By instantly combining visual with audio information, ChoiceView increases comprehension, problem-solving, and recall by 6x over just hearing it. ChoiceView is now revolutionizing technical support, customer service, m-commerce, and information exchange for savvy corporations.

## Benefits of ChoiceView

**Increase profits through personalized connections that improve business transactions.**

Integrated voice and visual communications produce **"Wow, now I see what you're talking about!"** moments. Callers receive better information faster, rapidly increasing user comprehension. ChoiceView-enabled contact centers create profit opportunities by enabling upselling and improving customer satisfaction. Operational Return On Investment (ROI) is improved by first-call resolution and reduced call-handling time.

- **Create Visual Interactive Voice Response (IVR) Systems.** Callers instantly see and hear menu options instead of listening to long, sequential lists. They easily navigate tappable menus and view visuals in response.
- **Enhance Customer Support.** Organizations listen to customers' needs and respond by sending visual information to their mobile phone during the conversation. As is often said, **"One picture is worth a thousand words."**
- **Support Field Personnel.** Technicians call corporate technical support for help in resolving difficult issues and quickly receive, view, and store needed information on their mobile device while talking about it.
- **Simplify Complex Information Exchange.** A company representative shares complicated visual information with a smart mobile device user during a phone call. The information becomes clear because the user is simultaneously hearing while seeing pictures or graphics.

## Company History

Radish Communications Systems, Inc. (Radish 1.0) was founded in 1990 in Boulder, CO by Dr. Richard Davis and Dr. Theresa Szczurek. Radish developed and pioneered a modem protocol, VoiceView®, allowing data to be transmitted during an ordinary land-line phone call. The protocol was licensed in 1994 by Microsoft, Intel, Rockwell International, and dozens of other original equipment manufacturers (OEMs). It became the *defacto* industry standard and was shipping as a part of the Windows operating system and more than 90 percent of off-the-shelf PCs, modems, and chip sets. Radish products for contact centers and IVR systems were used by 1-800-Flowers, American Airlines, Delta Airlines, Citibank, Wells Fargo, and a host of other companies to improve the efficiency and value of transactions. Its products were also used by PC makers such as Sony, Packard Bell, Acer, Hewlett Packard, and others to enhance technical support. In 1996, Radish was purchased by a public company that incorporated Radish's technology and protocol in its product line.

## Radish 2.0

The original Radish 1.0 founders launched Radish Systems 2.0 to develop an innovative new software product line called ChoiceView for mobile devices in 2009.

## Radish Systems Team

**Previously, this team successfully created and sold Radish 1.0.** Now as leaders of Radish 2.0, this team is developing the next generation of business communications products for the rapidly expanding mobile market.



**Co-Founder, Chairman, and Chief Technology Officer, Dr. Richard A. Davis**, a former voice/data technologies expert at AT&T Bell Laboratories, co-founded Radish Communications Systems Inc. (Radish 1.0) in 1990. He invented and developed the VoiceView suite of products that allowed data to be transmitted during an ordinary phone call.



**Co-Founder and Chief Executive Officer, Dr. Theresa M. Szczurek** has over 25 years planning/execution, marketing/sales, and general management experience helping technology firms such as AT&T, Global Crossing, and LINK-VTC grow. As co-founder and Chief Planning Officer, Szczurek helped transform Radish 1.0 into a thriving firm that sold for over \$40M.



**Co-Founder and Chief Architect and Developer, Anthony J. Brittain** began his career working with Seymour Cray developing supercomputers at Los Alamos and other US National Laboratories. He has over 30 years in entrepreneurial technology-based firms, including Radish 1.0, developing computer software, hardware, and telecommunications products/services.



**Vice President of Strategic Accounts, Tom Colamonico** has more than 25 years of multinational management experience in sales of software solutions and a broad base of personal relationships with industry executives. He significantly increased revenues and market share for PC-Doctor, Sykes Enterprises, Symantec, and Borland.



**Senior Director of Customer Experience, Kim Koeller** has over 25 years of global customer experience management, multi-channel contact center and IT consulting expertise. As a Global CRM Partner with Accenture and President of Horizon Group International, she led teams to deliver innovative project solutions for cross-industry clients on four continents.



**Marketing Manager, John Putnam** specializes in mobile commerce marketing and software developer relations. He previously founded several businesses in the consumer products sector, worked in the film industry, and consulted with start-ups and early-stage businesses about marketing and product development strategies.

Please contact Radish at 720.440.7560 or [www.RadishSystems.com](http://www.RadishSystems.com) to explore how ChoiceView can improve your communications.

