



The ChoiceView® Company

## RADISH SYSTEMS ChoiceView® “Voice with Visuals” Solution

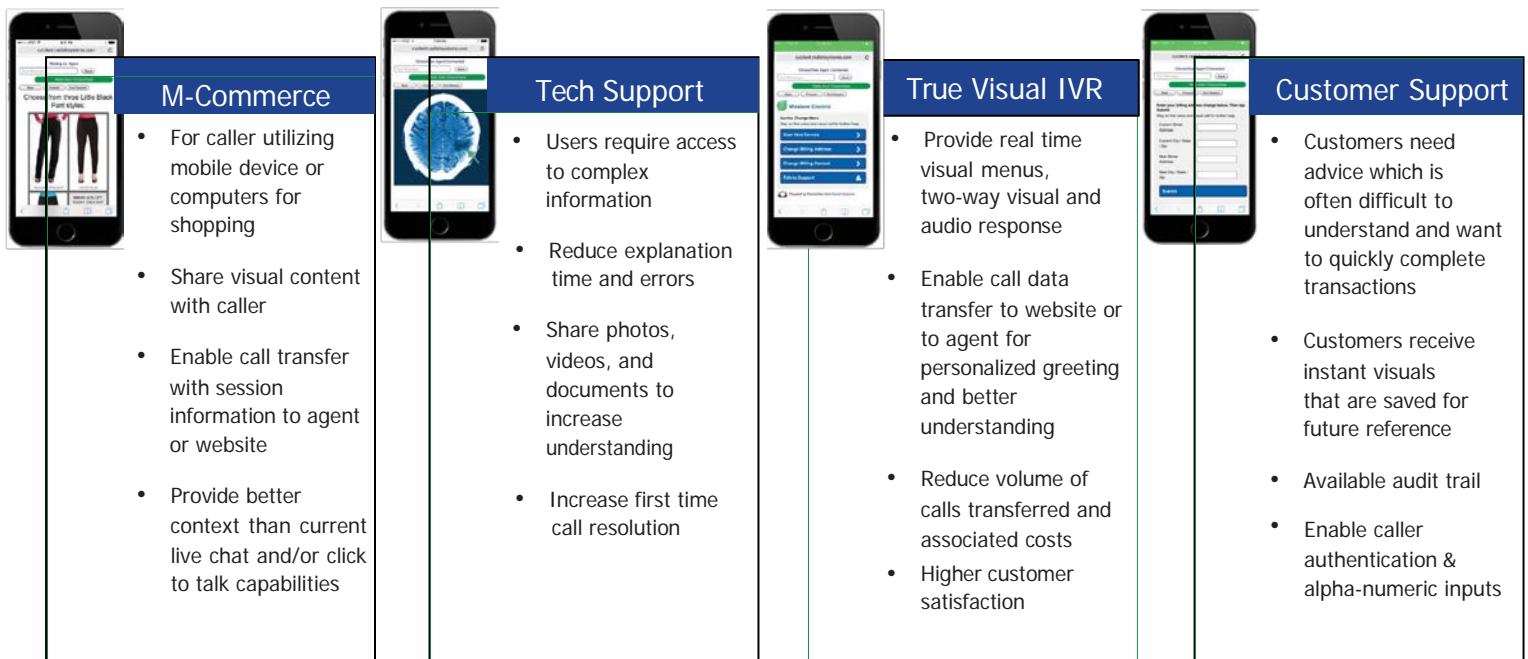
Radish Systems lets businesses better interact with customers, providing visual interactive voice response, visual live assistance, and visual AI-based Phone and Chatbot solutions. ChoiceView allows organizations and callers to experience **“Wow, now I see what you’re talking about!”** moments. Its ChoiceView cloud-based ‘voice with visuals’ communications platform improves the way businesses engage with end users by sharing visual content via mobile devices, tablets, or computers while talking or texting on any phone or chat call.

### MARKET

Multi-modal collaboration helps businesses make money, save money, and improve user experience. Business leaders say that improving the customer experience is a high or critical priority\*. Callers and agents understand 6x better when they both HEAR and SEE information\*\*. Benefits include: higher IVR and web call containment, higher first call resolution rate, reduced costs, better user experience, and increased revenue.

- **Healthcare** – Coach remote clients and provide 24/7 visual information access to improve care, health, and costs.
- **Utility** – Use visual self-service to report outages, check on service requests, change an address, and explain bill.
- **Retail** – Visuals sell. e-Retailers add visuals to live voice / chat calls with buyers. Use visual self-service to place an order, check order status, take a survey, and get product information.
- **Manufacturing, Technology, Insurance** – Use visual self-service to reset passwords & access information. Offer better technical support and customer care with visuals.

\* Forrester, 2014; \*\* Brain Rules, 2014



ChoiceView® has been used by these selected customers in these markets and more:

- FQHC(health center) • Children’s Hospital • Social Services • Genomics Firm • 2-1-1 Contact Center • Insurance



## COMPANY HISTORY

With extensive Voice/Data experience, the Radish founders invented and deployed the first Visual IVRs in the 1990s. In 1996, Radish was purchased by a public company that incorporated Radish's technology and protocol in its product line and became the *defacto* standard for companies such as Microsoft, Intel, AT&T, Rockwell. In 2009 the original founders, Dr. Richard A. Davis and Dr. Theresa M. Szczurek launched Radish Systems to develop an innovative new software product called ChoiceView®. The technology serves the large, growing Contact Center, IVR, Intelligent Assistant, BPO, mobile, and unified communications markets.

## SELECTED ALLIANCES

Radish works with industry leaders to enhance products/services with ChoiceView mobile enterprise technology.

- Amazon Corporation
- Oracle Corporation
- Montuno Software
- IVR Technology Group
- GM Voices
- Twilio
- Qualcomm Life
- GTRI
- KS Technologies
- SPS Strategic Products and Services
- NICE inContact
- Eventus Solutions

## COMPANY AND PRODUCT RECOGNITION

Award-Winning, Patented Omni-channel Solutions



## CHOICEVIEW IS UNIQUE



ChoiceView®

- Adds visual capabilities to both automated and live agents.
- Works with any phone and any network.
- Launches from phone call, at a website, or in a mobile app.
- Compatible over-the-top with existing and new business systems.
- APIs and Developer tools. Platform access via REST APIs and web apps. Easy integration with 3rd-party apps, including CRM, mobile, healthcare, and more.
- Complete Product Solution Set. Includes a cloud-based infrastructure and endpoints (for businesses and end users).
- Deep, Disruptive Intellectual Property. Broad issued patents from 2009 on a method for joining a data session with phone or other session.

## PRODUCTS

**ChoiceView Client** allows users during an ordinary phone call to receive visual information on a smartphone OR any device with a browser. No mobile app is needed.

**ChoiceView Live Agent** allows representatives to share visual information with users during phone calls and chat sessions from either a visual library or the agent's desktop.

**ChoiceView Visual IVR** combines both voice and visuals in an IVR or AI-enabled phonebot or chatbot, allowing users to interact visually with menus, interactive forms, and other active content in addition to voice.

**ChoiceView Developer** provides building blocks for others to use in visually enhancing existing IVRs, phonebots, chatbots, and other voice systems through Lambda functions and APIs.

**Radish Systems** owns the controlling Intellectual Property in this space with patents dating from 2009.