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CHOICEVIEW TRUE VISUAL IVR AVAILABLE ON TROPO COMMUNICATIONS PLATFORM

Easily Upgrade New And Existing Interactive Voice Response (IVR) Platforms To 'Voice with Visuals' Solutions

BOULDER, CO (February 25, 2014) – Radish Systems, the leader in customer service voice and data mobility solutions, announces that ChoiceView True Visual Interactive Voice Response (True Visual IVR™) can be leveraged by customers using the Tropo multi-lingual cloud-based communications platform. Tropo enables anyone to make and receive phone calls and text messages from any web or mobile application – all using common web technologies and languages and incorporating voice recognition, text to speech, conferencing, recording and transcription. Now ChoiceView 'Voice with Visuals' can be easily added to Tropo and other platforms with a script change only. Tropo's ease-of-use combined with ChoiceView's 'Voice with Visuals' sharing lets any business easily deploy a True Visual IVR to improve mobile users' experience and reduce costs.

ChoiceView brings scalable and accessible communication tools to empower developers to build powerful 'Voice with Visuals' True Visual IVRs. ChoiceView True Visual IVR for Tropo starts with a simple phone call to a business (e.g., 720-440-7560) from any phone, including a smartphone or tablet. Then, ChoiceView gives callers the ability to navigate and interact with visual content and voice via a ChoiceView-enabled mobile app on their smart mobile device. It's a smartphone-accessible IVR. If live assistance is needed, the call is seamlessly transferred to a contact center agent with a continued visual sharing experience. See the ChoiceView True Visual IVR in action at ChoiceView.com and learn more at TrueVisualIVR.com.

Information for Developers. You can easily add ChoiceView functionality to your existing voice-only scripts or work with Radish or Radish Alliance partners to have your scripts modified. Check out the sample Tropo script code, code for other platforms, and learn more at ChoiceView.com/for-developers.

About Tropo. Tropo enables anyone to make and receive phone calls and text messages from any web or mobile application, using a simple web API and pay-as-you-go pricing. Tropo also offers voice recognition (in 24 languages), text to speech (with more than 70 voices), conferencing, even recording and transcription – all using common web technologies and languages. Host code with Tropo or use an existing web server, then with just a few simple added commands, apps will be enabled with real-time communications functionality. No need to learn new languages, wrestle with VoIP software, or even learn about telephony beforehand – it really

is that easy, whether you're looking to create professional grade communications applications or just send a simple SMS thank you to a customer. Learn more at Tropo.com.

About ChoiceView. ChoiceView is the world's first solution for transforming traditional Voice-only IVRs and live assistance from many vendors into next generation 'Voice with Visuals' systems. ChoiceView True Visual IVR is also available for cloud-based and premises-based IVRs including any that use a standard VXML / CCXML platform. The ChoiceView mobile app is available for free for iOS and Android devices. It works with any ChoiceView-equipped business with no customization required. It's the ideal app for mobile users to engage in 'Voice with Visuals' sessions with IVRs and contact center agents. ChoiceView can also be integrated in any iOS or Android mobile app using the ChoiceView SDK. Do a ChoiceView demo at ChoiceView.com/Try-ChoiceView-Now.

About Radish Systems. Radish Systems, a mobile / enterprise software and professional services 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. Use cases include mobile commerce, True Visual Interactive Voice Response systems (True Visual IVR), technical support, and enhanced customer / employee support. For more information and a demonstration, visit RadishSystems.com or Twitter @RadishSystems.

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TAGS: ChoiceView, 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, Unified Communications, Tropo