

***Add a 'V' for Visual to Your IVR
Now for Mobile Users
on ANY Network***

Delivered at SpeechTEK 2012 by

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IVRs cause Pain

“Please listen carefully as our menu choices have changed.”

88+% of users hate Interactive Voice Response systems (IVRs) (Amplicate)

79% of users will or will try to avoid doing business with a company with a bad IVR
(Interaction)



Opinion Leaders Agree!

Press 9 for More Options by STEPHEN MOORE (Wall Street Journal, 5/3/12)

- ❑ One of the deep mysteries of modern life is why, in a nation with some 14 million unemployed people, it has become nearly impossible to call a store, a business or a government agency and speak to a live human being. some things even in the 21st century that humans still do better than robots. One of them is providing customer service on the telephone.
- ❑ **Telephone answering services—or what the industry calls "Interactive Voice Response"—gets my vote for the runaway worst invention of the last half-century.** They should call them anti-customer retention devices.

How Social Media Is Changing CRM by Steve McKee (BusinessWeek 6/8/12)

- ❑ Other times you'd think CRM means customer relationship minimization. That's never so much in evidence than with **automated telephone answering systems. Tone-deaf corporations love them, but I've never met a human who doesn't view them with contempt.** Sure, they lower a company's costs, but they do so on the backs of customers who are forced to navigate their way through a frustrating forest of options, only to end up at a dead end or repeatedly entering their account number because the customer service system isn't compatible with the customer complaint system, which itself isn't compatible with the customer service person speaking broken English who finally comes on the line after the customer screams "AGENT!" into the receiver 17 times.....

Big Business Problem

- ❑ **SITUATION:** 92% of US consumers form images of companies based on call center experiences.
- ❑ **PROBLEM:** Companies lose 63% or more of customers who have a bad contact center experience

Source: Purdue University and Harris Interactive

World has gone mobile!

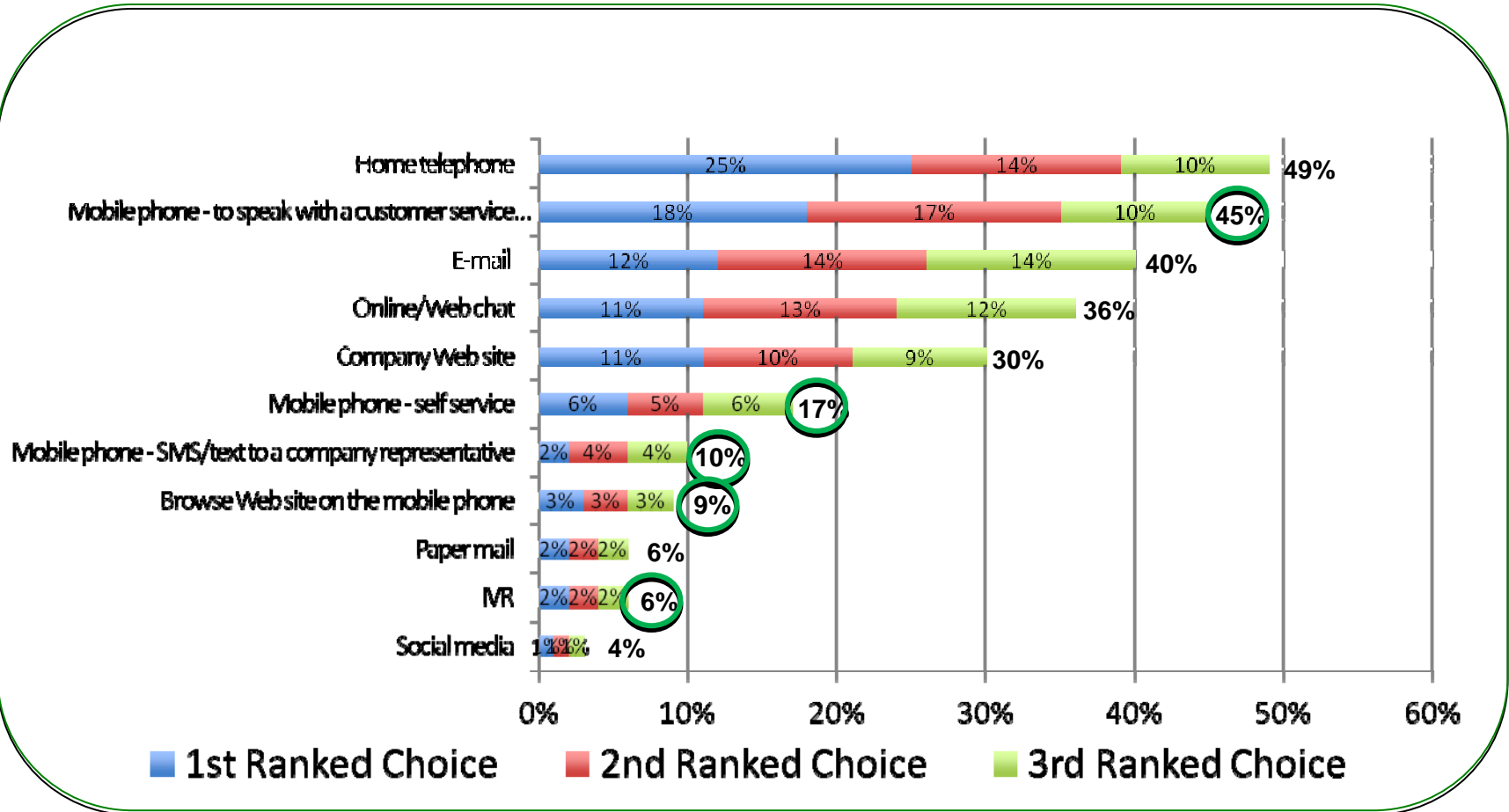
- **Mobile Users Are Even More Frustrated**
- (e.g., Randy Rubingh, Director, Customer Service, StubNut reports, "Mobile usage is increasing at a big rate; our customer satisfaction for mobile users is lower than other users...")



Resulting in ...

Big Business Problems:

- **Companies struggle to provide mobile customer support that increases customer satisfaction**
 - **Companies lose \$B and \$B of revenue / year**



Source:

1. Yankee Group 2012 research

Visual IVR Requirements



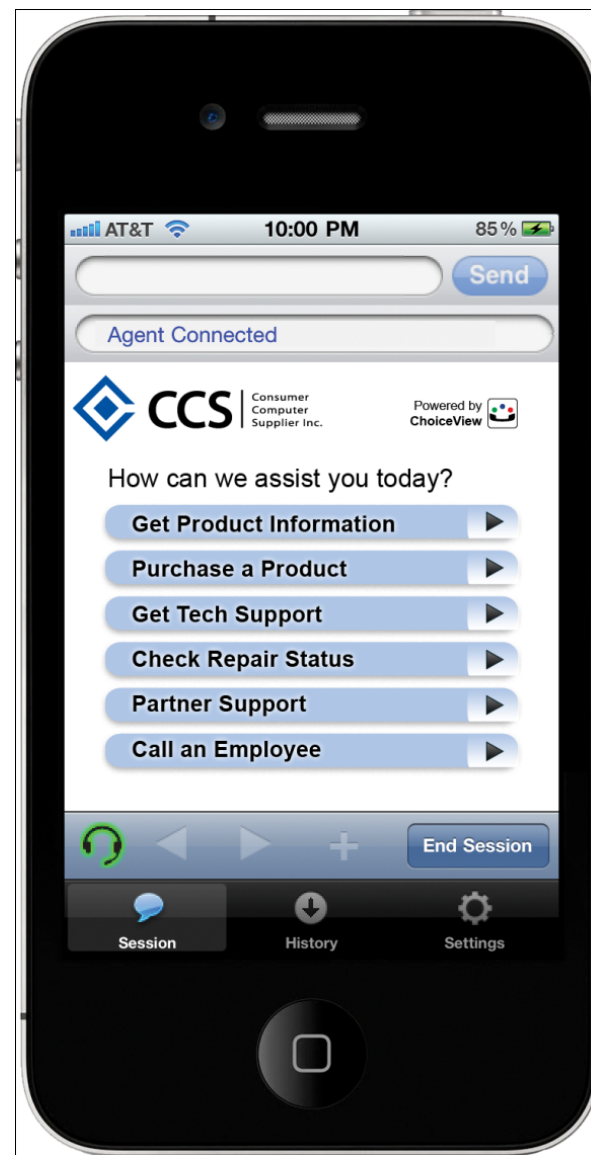
- ❑ Allows users to call businesses in the normal way from any phone
- ❑ Provides real-time visual menus, visual response, data and photo input in addition to voice response
- ❑ Accepts enhanced caller ID for intelligent answer
- ❑ Enables call and visual transfer to live agent
- ❑ Leverages power of smart mobile devices
- ❑ Allows legacy and new IVRs to offer multi-modal next generation capabilities while preserving their current DTMF and voice processing
- ❑ Allows easy an upgrade to IVRs via a script change only without breaking the IVR or requiring new hardware



- ❑ **Solution:** Leverage power in mobile smart devices to transform B2C and B2B sales and service
- ❑ **How:** Share visual information while talking with:
 - **ANY network**, ANY phone, MANY mobile display devices*

Value: Make Money, Save Money, Improve User Experience

Real Time Visuals
Voice or Text
Instantaneously



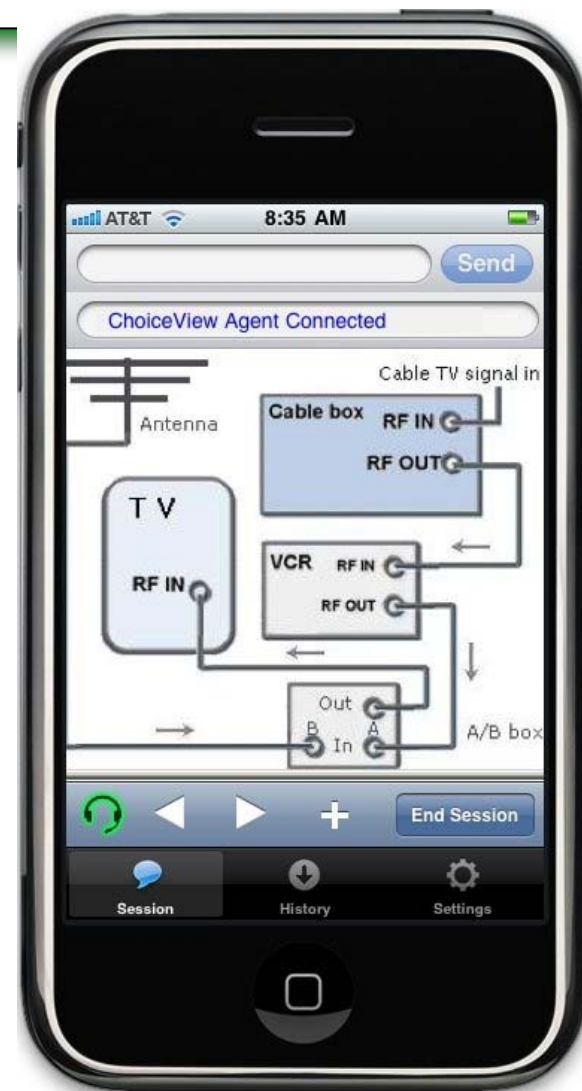
See, Hear, and Send with ChoiceView

1. Works with **existing** environment and IVRs
2. **Interoperable**
3. Has web-services API



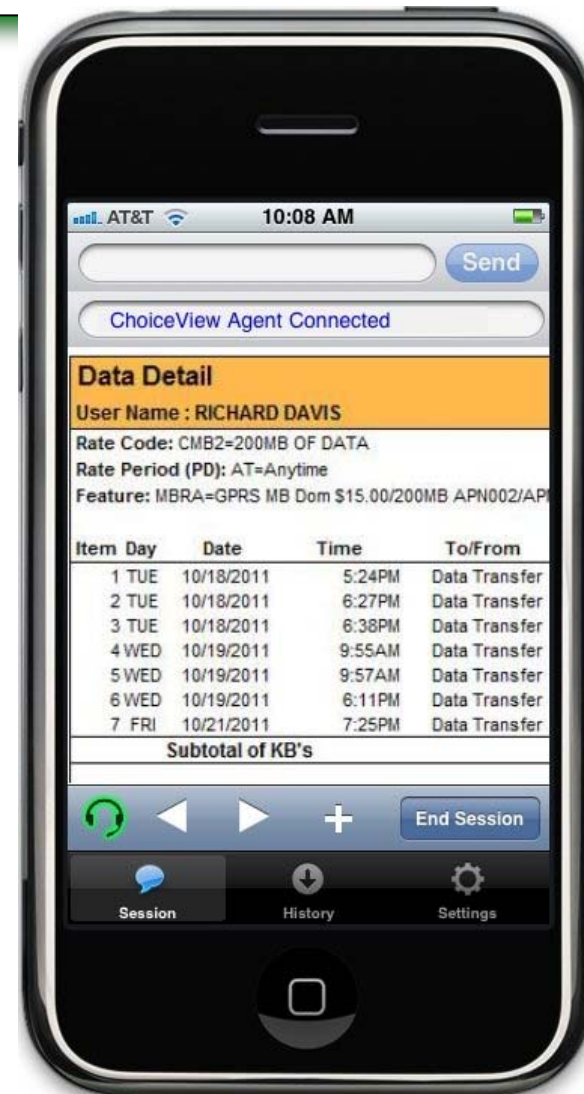
“Wow, now I **see**
what you’re
talking about!”

See 90-second video at www.RadishSystems.com



**“SHOW me
and TELL me.”**

See demo videos at www.RadishSystems.com





See NOW insurance demo video at www.RadishSystems.com

GAIN from ChoiceView



GAIN to End Users

- ❑ Easy self-service
- ❑ Solve problems faster
- ❑ Improved satisfaction
- ❑ 6x better comprehension

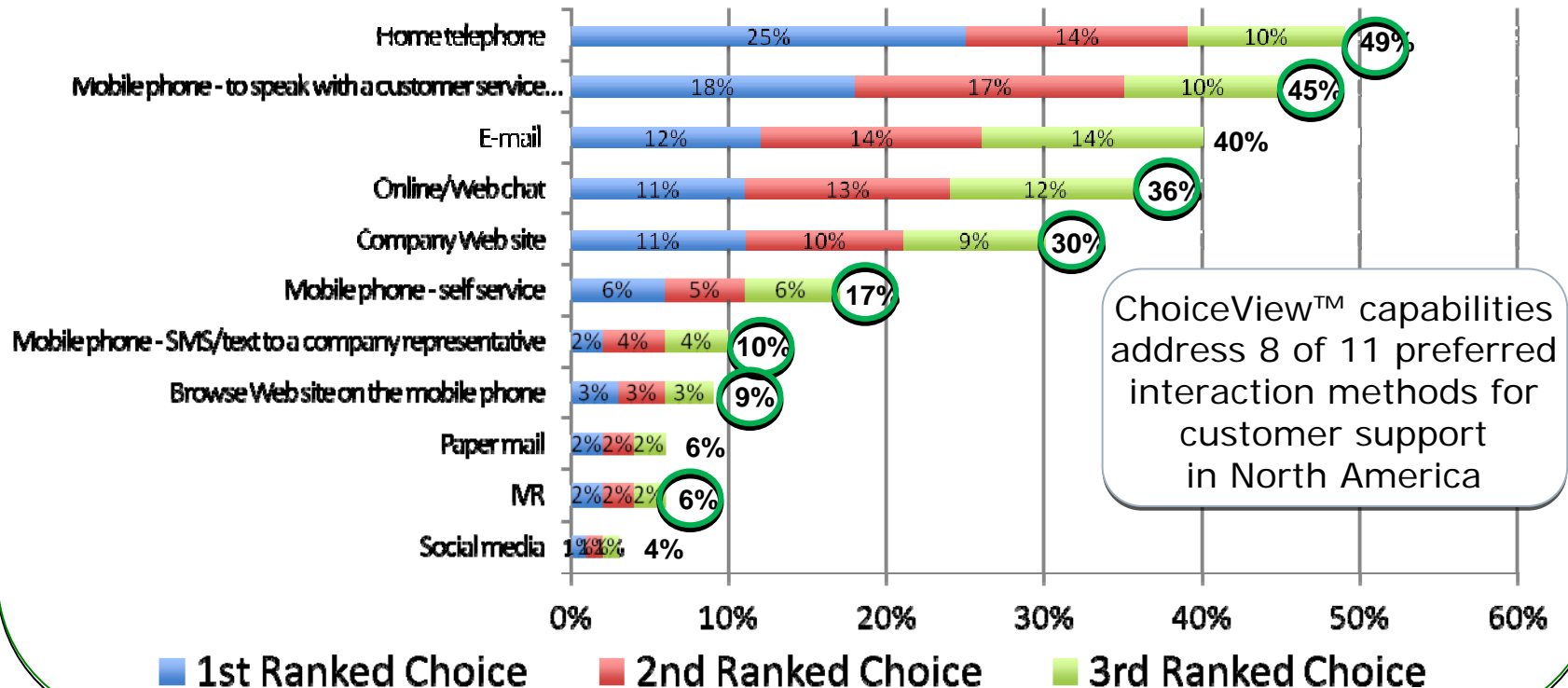
GAIN to Businesses

- ❑ Lower operating costs/call
 - Reduce volume of IVR transfer calls to agents
 - Reduce wait / call time
- ❑ Customer Retention
- ❑ Higher revenues/call

- ❑ **Next-generation integrated voice/data services TODAY**
 - Cloud-based communications (CaaS) infrastructure
 - Data session is seamlessly joined to phone call
- ❑ **Full end-to-end solution available NOW and in use**
 - Mobile app or SDK, Agent Software, REST IVR API
- ❑ **Inherently compatible with PSTN, existing, and evolving telephony infrastructure**
- ❑ **Works with a great variety of mobile endpoints and IVRs -- interoperable**

ChoiceView™ Addresses Key Mobile and Self-Service Interaction Methods

Preferred Interaction Methods for Customer Support



Source:
1. Yankee Group 2012 research

Visual IVR Solution is truly unique

- **Beginning a Session**
 - Starts as a standard phone call from mobile phone, any other phone, or mobile website
- **Use REST API in IVR**
 - Modify current script with simple additional visual commands
 - Mobile users interact and save shared information with ChoiceView mobile app or your mobile app with ChoiceView added
 - Deliver seamless interactive 2-way voice and data experience
 - IVR continues to serve voice and DTMF callers

Benefits from Visual IVR

~Ease of implementation

~Send phone number and user data from self-service to live assistance

~Change call center trees without mobile app updates

~Mobile data-enabled contacts follow voice-call processes

TAKE ACTION at www.RadishSystems.com

- ❑ **Ease the Pain**
 - Enter which companies should use Visual IVR
- ❑ **Learn more from 'Add V for Visual IVR' paper – available FREE**
- ❑ **Convert your existing IVR Now.**
 - Download ChoiceView Visual IVR API
 - Available FREE to developers now
 - Modify your script to add visual menus.

Let's Talk and Get You Involved

“Wow, now I **see**
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