CHOICEVIEW IS NOW AVAILABLE ON THE AVAYA PORTAL PLATFORM
ChoiceView Allows Avaya Voice Portals to be Easily Upgraded to True Visual IVRs
Leaders from NACR and Interactive Northwest Recognize Radish's Solution

BOULDER, CO (September 30, 2013) – Radish Systems, the leader in voice and data mobility solutions for customer service, announces that ChoiceView 'Voice with Visuals' capability is now available and running on the Avaya Portal platform, including the Voice Portal and Aura® Experience Portal. True Visual Interactive Voice Response (IVR) systems are the next generation of automated phone systems and share visual content *during* a voice call, as explained at TrueVisualivr.com. The ChoiceView REST API for Visual IVRs is the first-ever solution to transform traditional IVRs from many vendors, now including Avaya, into True Visual IVRs that work with ANY network, ANY phone, and most smartphones and tablets. Industry leaders from NACR and Interactive Northwest recognize the power of the ChoiceView solution. To get more information, access the ChoiceView REST API, and see what we are talking about visit ChoiceView.com.com/for-developers/.

Why Visual IVR? Businesses have invested billions of dollars in IVR infrastructure as a means for self-service to reduce spending on costly physical resources for lengthy inbound calls. The large and increasing base of smart mobile device users expect a new level of interactivity in dealing with IVRs and contact centers. ChoiceView Visual IVRs transform traditional IVRs into True Visual IVRs that ease frustration by sharing visual content during calls, such as photos, PDFs, forms, URLs, order summaries, video clips, and more. True Visual IVRs leverage existing hardware and software to offer mobile-optimized, unified, multi-channel communications IVR solutions with the same fully functional front-end phone number.

> "Radish Systems' ChoiceView Visual IVR is a true 'voice with visuals' mobile communications, over-the-top enhancement," said Michael Lamb, NACR Director – Contact Center Solutions. "As one of Avaya's largest global channel partners, NACR is excited to see the ChoiceView Visual IVR implementation on the Avaya Aura Experience and Voice Portal, because it will help businesses and their callers move to faster, less expensive self-service with an enhanced user experience."

ChoiceView Visual IVR For Avaya. With the addition of the Avaya Portal platform, another leading global provider of next-generation unified communications solutions is part of the ChoiceView ecosystem.

Companies of all sizes around the world depending on the Avaya platform may now quickly and easily transform their existing systems into smartphone and tablet optimized True Visual IVRs and then continue efficient sharing during "Voice with Visuals" live assistance.

"INI was happy to assist Radish Systems in their integration with the Avaya Experience Portal. We believe their ChoiceView Visual IVR technology will provide additional benefits to the self-service market," said Chuck Van Meter, President, Interactive Northwest, Inc. (INI).

Benefits of the True Visual IVR Solution. True Visual IVRs powered by ChoiceView cut call time and costs by more than half in most situations, increase comprehension by 600% or more, increase self-service opportunities, and improve mobile user satisfaction and engagement. The caller does not have to listen to long voice menus or write down complex voice responses. The IVR does not have to translate database responses from text to speech. Overall, the user experience is significantly improved and hardware/software cost reductions can be made in the IVR.

The ChoiceView REST API solution easily integrates with your current IVR, live assistance, and business processes rather than just coded screens delivered via a mobile app that's separated from the voice call. Radish Systems designed the ChoiceView over-the-top solution to follow the voice call and leverage current capabilities on a wide range of industry standard IVR platforms.

"ChoiceView provides a new communications channel for IVRs, with visual menus and visual responses as well as data and photo input. The Radish solution allows an existing IVR, such as those on the Avaya Portal platform, 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. If live assistance is needed, the call can be transferred to a service rep with payload delivery and continued visual sharing," stated Richard Davis, Chief Technology Officer, Radish Systems.

IVR and Mobile App Integration Available Now. The ChoiceView REST API for Visual IVRs is available for free development and testing purposes.[1] Businesses can use the REST API directly, hire Radish professional services, or work with one of Radish's alliance partners to easily transform new or existing IVRs into True Visual IVRs. Mobile users can access any ChoiceView-equipped business with the generic ChoiceView Mobile App available for free at iOS and Android App Stores. Businesses can hire Radish professional services to provide a private-label ChoiceView Mobile App or directly use the SDK to embed ChoiceView into any iOS mobile app. Get the SDK and REST API at ChoiceView.com/for-developers/

About Avaya

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

Avaya is a global provider of business collaboration and communications software and services, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information, please visit avaya.com.

About NACR

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the Fortune 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. NACR serves as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 800 customer-focused and certified employees, they have consistently been recognized by their partners, suppliers, and customers for excellence. For more information, visit: nacr.com.

About Interactive Northwest (INI)

Interactive Northwest, Inc. (INI) develops innovative interactive voice response (IVR), computer telephony integration (CTI), and self-service applications for high-volume call centers in markets such as government, healthcare, finance, utilities and service industries. A strong commitment to platform expertise, seamless systems integration, and project management excellence uniquely position INI to provide value to its customers. As a long-standing partner in the Avaya DevConnect program and developer of call center speech applications, INI has a deep history in deploying applications on Avaya platforms—making it a reliable partner capable of delivering results that promote the success and profitability of its customers. For more information, call +1.800.732.3236 or visit interactivenw.com.

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, visual interactive voice response systems (Visual IVR), technical support, and enhanced customer support. For more information and a demonstration, visit RadishSystems.com.

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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, Avaya Voice Portal, Interactive Northwest, NACR, Avaya Aura Experience Portal