



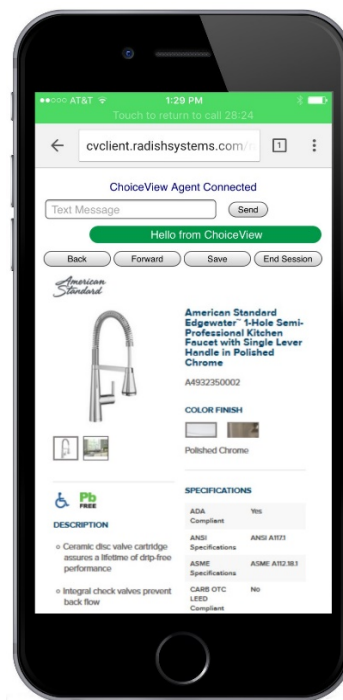
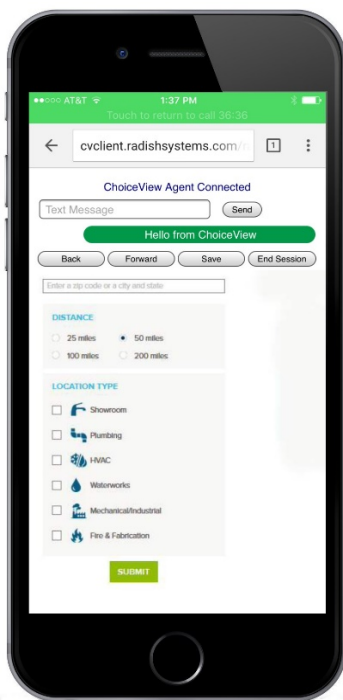
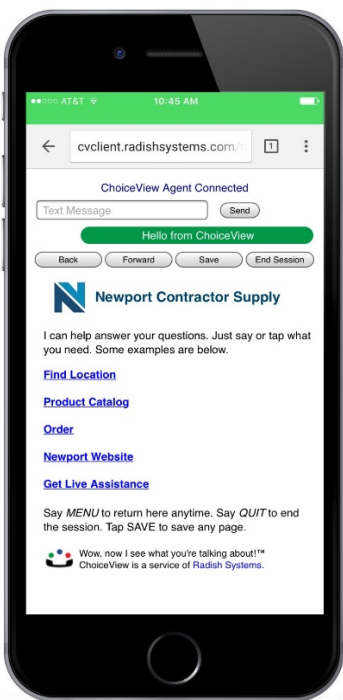
Case Study ChoiceView® Aids Customer Support for Home Improvement

Using ChoiceView Visual IVR & Visual Live Agent

1. Customer needs a new faucet today. Calls home improvement company's 800-number. Sees visual menu while hearing options. Taps or says "Find Location."
2. A location finder is shown. Customer enters zip code and receives a visual of the closest stores. Customer selects one of the stores.
3. Call is transferred to a service representative at that store and the customer's web journey is delivered. Rep answers the call and sends visuals of faucets while explaining their features. Customer buys the perfect faucet for store pick-up.
4. Screenshots of the transaction are below. Click image to see an enlarged view. On mobile devices you can pinch out or rotate.

Results

1. Positive Customer Experience: Customer is pleased with the efficiency in finding a local store, getting live help to select the best product, and making a same-day purchase.
2. Effective Company Sales Process: Same-day sale while providing an enhanced customer experience plus an up-sell to a better product.



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