

ChoiceView Technology and Architecture

Overview

ChoiceView™ consists of a protocol and corresponding software applications to allow 3G+ mobile device users to receive visual information and data simultaneously during an ordinary phone call. In essence, the ChoiceView technology platform joins a voice call with an associated data connection to allow a mobile caller to speak with an enterprise agent while that party shares relevant visual information in real time.

Typically, the called party is a live agent in a contact center or on an individual PC or an interactive voice response (IVR) system. In this document, the term “agent,” unless otherwise qualified, refers to both live-person and automated endpoints.



ChoiceView also allows context-specific caller information, called ‘payload,’ to be delivered visually to the agent’s desktop so that s/he can immediately understand the context of the call and can answer it appropriately. Both of these capabilities offer significant gains in efficiency, understanding, accuracy, and satisfaction.

Uses Existing Phone and Internet Capabilities

ChoiceView uses the telephone and Internet capabilities that are part of smart mobile devices and agent endpoints. ChoiceView resides in the protocol and software programs that build on the existing voice and data infrastructure. A major advantage is that ChoiceView capabilities can be easily added to existing mobile devices, agent positions, and IVR systems by simply adding software. A further advantage is that all of the features, billing, and network capabilities offered by mobile device manufacturers and carriers remain in place and are unaltered.

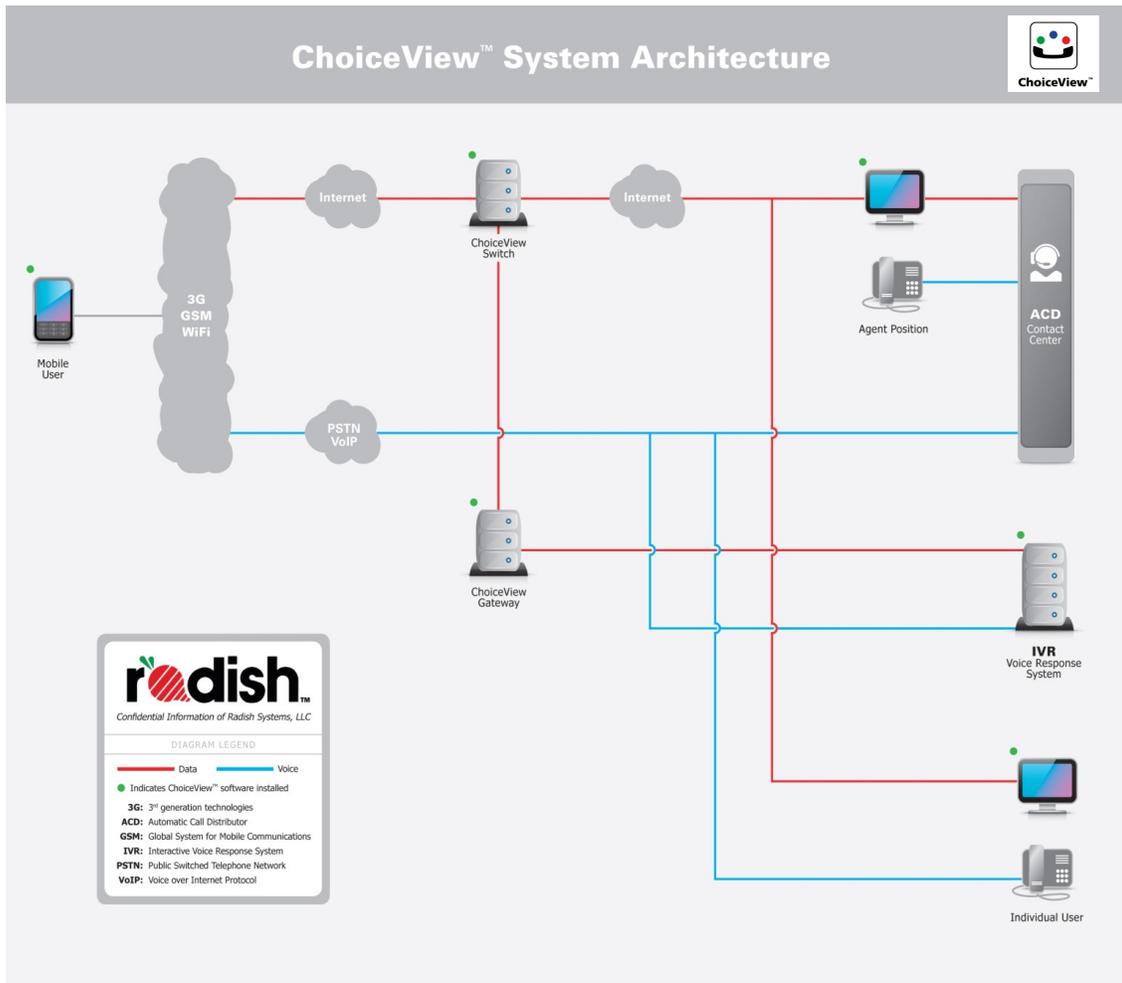
ChoiceView provides mobile callers with a self-contained app that integrates voice, data, and messaging functions in a simple and convenient caller interface. A similar rationale applies on the agent side. ChoiceView is unique—no existing technology is able to play this role for either the user interface or system functionality and performance.

System Architecture

A key element of the ChoiceView system architecture (shown in the following figure) is the ChoiceView Switch that connects callers and agents and allows content, control messages, and system messages to be sent between them. Callers and agents connect to the ChoiceView Switch via a Radish-designed, dynamic socket connection. Individual users are identified by the caller’s phone number, which sets up the connection. Specific agents are identified through an account and password.

IS THIS ACCURATE AT THIS TIME AND DO WE REALLY WANT TO SAY THIS?

The ChoiceView Switch and ChoiceView Gateway are currently implemented as servers hosted in a co-location facility in Boulder, Colorado and provide the Communications as a Service (CaaS) support for ChoiceView transactions. The intent, as traffic builds, is to implement this functionality through cloud computing. That is, the Switch and Gateway would be virtualized and embedded in a computing cloud provided by Amazon or others. This approach spares Radish from the IT provisioning and management functions and allows easier scaling of resources.



In addition to relaying visual content from agent to user and payload data back to the agent, the ChoiceView Switch: **What are the key technical features?**

- Allows a caller to connect to an agent without having to supply separate address information apart from the phone call. Essentially, the ChoiceView data path follows the phone call.
- Allows the caller to see, while talking or texting, any visual information sent by the agent, including photos, videos, diagrams, documents, forms, graphics.
- Allows a caller to save any visual information received from the agent by pressing the 'History' button for later retrieval and viewing.
- Transparently handles dropped connections. If a data connection is lost during a session, the switch reconnects the given caller to the proper agent without having the caller supply additional address information.
- Supports control messages. A typical control message relays information from user to agent when a user taps a menu item or enters information in a form field.

Products and Services Other specs we should add here?

ChoiceView **App** (Apple iOS and Android devices), ChoiceView **Live Agent** (PCs), ChoiceView **IVR**, ChoiceView **SDK** (Software Developers Kit), **Professional Services**



More information and 90-second demo video at www.RadishSystems.com.

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