

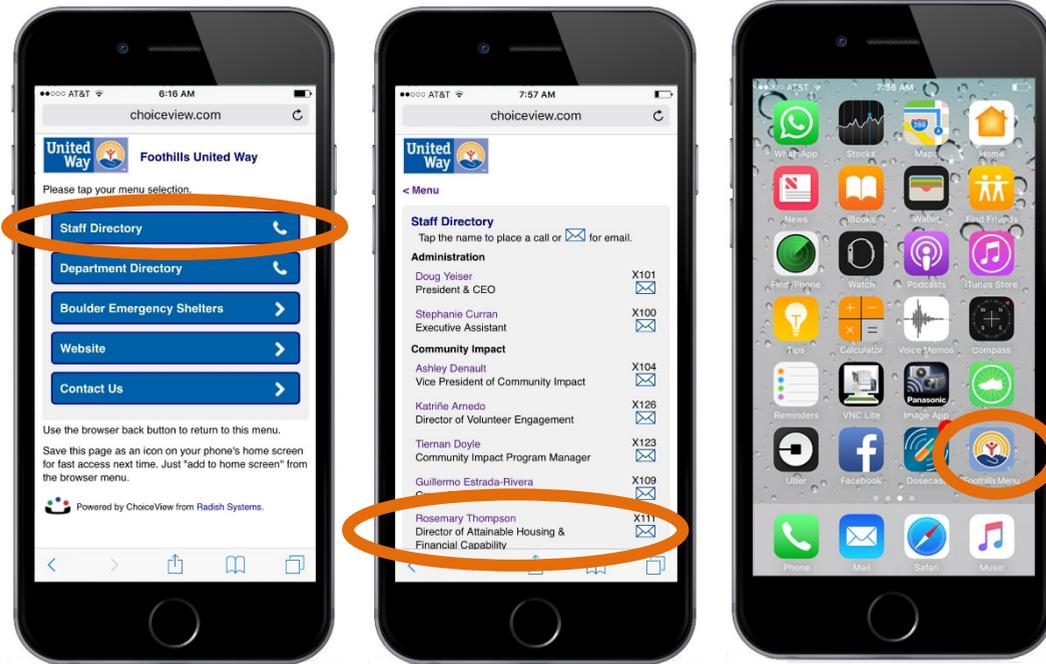


Foothills United Way

Case Study: Foothills United Way Adds Visuals to Voice ChoiceView® Visual IVR makes automated phone response easier and faster for directory and dialing.

Foothills United Way (CO) has solved a problem for callers seeking information from the automated phone attendant. Now smartphone users can quickly see and hear the information, tap a phone number or email address for immediate connection, and save the visuals for future use. It's much faster to scroll through the Visual Directory and locate the right person or department. Callers don't listen to lengthy information and try to remember or scribble contact data. Callers find information more easily and often save it, reducing the need for repeat calls.

CASE STUDY: ChoiceView Visual IVR -- Now I see what you're talking about!™



1. Auto-attendant answers and quickly offers mobile caller option to see, not just hear, information. Caller receives and taps an SMS text to launch ChoiceView, view menu, and tap *Staff Directory*.
2. Caller sees Visual Directory and taps to reach staff or department via phone or email. After ending session, caller saves Foothills United Way menu to smartphone.
3. Later, caller taps Foothills logo on smartphone to access directory information or transfer to a website without calling the Foothills main number.

"We're pleased to collaborate with Radish Systems and Boulder Phone to offer callers a Visual Directory powered by ChoiceView Visual IVR, whenever we're unable to answer the phone live.

It's really handy for smartphone callers who want to connect to our staff or find services. They can quickly see and save information, then automatically transfer to a website or dial a number."



Douglas Yeiser
President and CEO
Foothills United Way
Boulder, CO, USA

BENEFITS: faster and easier access to information, shorter calls, higher call containment through visual self-service, reduction in staff needs, and more.



"Voice with Visuals™" exchange is an award-winning, patented feature of the Radish Systems ChoiceView enterprise software platform. Videos and more information at www.RadishSystems.com.