



**ChoiceView™**



## **FOR IMMEDIATE RELEASE**

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## **CHOICEVIEW TRUE VISUAL IVR AVAILABLE FOR USE WITH ANOTHER LEADING COMMUNICATIONS PLATFORM**

New and Existing Interactive Voice Response (IVR) Platforms can be Upgraded to "Voice with Visuals" Solutions

**BOULDER, CO** (December 12, 2013) – Radish Systems, the leader in customer service voice and data mobility solutions, announces that ChoiceView True Visual Interactive Voice Response (True Visual IVR™) can be leveraged by customers who use the Twilio platform. Twilio is powering the future of business communications, including phones, VoIP, and messaging, with its globally available and automatically scalable cloud API. Now ChoiceView can be easily added to Twilio and other platforms through the ChoiceView REST API and supporting software through a script change only. Twilio-powered voice communications combined with ChoiceView's 'Voice with Visuals' sharing lets any business easily deploy True Visual IVRs to improve mobile user experience and reduce costs.

ChoiceView brings scalable and accessible communication tools to empower developers to build powerful 'Voice with Visuals' True Visual IVRs. ChoiceView True Visual IVR for Twilio starts with a simple phone call to a business from any phone, including a smartphone or tablet. Then, ChoiceView gives callers the ability to navigate and interact with visual content and voice via a ChoiceView-enabled mobile app on their smart mobile device. It's a smartphone-accessible IVR. If live assistance is needed, the call is seamlessly transferred to a contact center agent with a continued visual sharing experience. See the ChoiceView True Visual IVR in action at [ChoiceView.com](http://ChoiceView.com).

**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 self-service opportunities, and improve mobile user satisfaction and engagement. Callers no longer 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. For example, expensive speech-to-text and text-to-speech conversions can be eliminated.

ChoiceView is designed as an over-the-top solution to follow the voice call and leverage current capabilities on a wide range of industry standard IVR platforms and contact centers. ChoiceView works with ANY network and ANY phone. The ChoiceView solution is compatible with your current IVR, live assistance, and business processes. ChoiceView True Visual IVR opens up a new dimension in business communications, allowing visual menus and visual responses during calls, as well as photo and text input. Learn what it means to have a true visual IVR at [TrueVisualIVR.com](http://TrueVisualIVR.com).

**Information for Developers.** The ChoiceView REST API for True Visual IVR is available free for development and testing purposes. You can easily add ChoiceView into your existing voice-only scripts or work with Radish or Radish Alliance partners to have your scripts modified. Check out the sample Twilio script code, code for other platforms, and learn more at [ChoiceView.com/for-developers](http://ChoiceView.com/for-developers).

**About ChoiceView.** ChoiceView is the world's first solution for transforming traditional Voice-only IVRs from many vendors into next generation 'Voice with Visuals' systems. ChoiceView True Visual IVR is also available for other cloud-based and premises-based IVRs including any that use a standard VXML / CCXML platform. Learn more at [ChoiceView.com/for-developers](http://ChoiceView.com/for-developers). The ChoiceView mobile app is available for free for iOS and Android devices. It works with any ChoiceView-equipped business with no customization required. It's the ideal app for mobile users to engage in 'Voice with Visuals' sessions with IVRs and contact center agents. ChoiceView may also be integrated in any iOS or Android mobile app using the ChoiceView SDK.

**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, True Visual Interactive Voice Response systems (True Visual IVR), technical support, and enhanced customer support. For more information and a demonstration, visit [RadishSystems.com](http://RadishSystems.com) or Twitter @RadishSystems.

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