



ChoiceView™



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**RADISH'S CHOICEVIEW VISUAL IVR WINS PRODUCT OF THE YEAR AWARD
CUSTOMER Magazine Honors ChoiceView for Exceptional Innovation**

BOULDER, CO (January 28, 2014) – Radish Systems, the leader in customer service voice and data mobility solutions, announced today that [TMC](#), a global, integrated media company, has named ChoiceView Visual IVR as [CUSTOMER](#) 2014 Product of the Year Award winner. ChoiceView Visual IVRs ease the pain of customers interacting with frustrating automated phone systems (aka Interactive Voice Response systems or IVRs) and speed callers to resolution by sharing easy to understand visual content, like navigation menus and photos, during the call.

"On behalf of both TMC and *CUSTOMER* magazine, it is my pleasure to honor Radish Systems with a 2014 Product of the Year Award," said [Rich Tehrani](#), CEO, TMC. "Its ChoiceView Visual IVR solution has proven deserving of this elite status and I look forward to continued innovation from Radish Systems in 2014 and beyond." The 16th Annual Product of the Year Award winners are published in the January/February 2014 issue of *CUSTOMER* magazine, <http://customer.tmcnet.com/>.

ChoiceView starts with a simple phone call (e.g., 720-440-7560) 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 continued visual sharing. ChoiceView is an over-the-top solution that leverages current capabilities on a wide range of industry standard IVR platforms and contact centers. The same IVR, of course, continues to serve voice-only callers.

CUSTOMER Magazine. [CUSTOMER magazine](#), a TMS publication, premiered in September 2012 and is the industry's new, definitive source for news, product information, and strategies for communications that engage customers and potential customers. Each issue of *CUSTOMER* includes news and insights on the latest developments in agent training, analytics, ERP, IVR, social CRM solutions, mobile apps, workforce management and more. Please visit <http://customer.tmcnet.com> for more information.

About TMC. TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including [Cloud Computing](#), [M2M Evolution](#), [Customer](#), and [Internet Telephony](#). [TMCnet](#) is the leading source of

news and articles for the communications and technology industries, and is read by as many as 1.5 million unique visitors monthly. TMC produces a variety of trade events, including [ITEXPO](#), the world's leading business technology event, as well as industry events: Asterisk World; AstriCon; Customer Experience (CX) Hot Trends Symposium; M2M Evolution Conference & Expo; Unified Communications & WebRTC Seminars; WebRTC Conference & Expo IV; and more. For more information about TMC, visit www.tmcnet.com.

About ChoiceView. ChoiceView is a mobile enterprise solution that allows businesses to talk with customers while sharing visual content via their smartphone devices or browsers. It's the world's first solution for transforming traditional Voice-only IVRs from many vendors into next generation 'Voice with Visuals' systems. ChoiceView allows you to talk or chat while you see documents, images, forms, and menus sent from a contact center agent or interactive voice response (IVR) system. During the call, you also send your own photos, videos and form data directly to the business. ChoiceView True Visual IVR is available for cloud-based and premises-based IVRs including any that use a standard VXML / CCXML platform. The ChoiceView mobile app is available for free for iOS and Android devices. It works with any ChoiceView-equipped business with no customization required. ChoiceView may also be integrated in any iOS or Android mobile app using the ChoiceView SDK. A short video illustrating use of the ChoiceView solution can be viewed at www.ChoiceView.com. For more information on the advantages of True Visual IVRs, visit www.TrueVisualivr.com

About Radish Systems. Radish Systems, a mobile / enterprise software and professional services company, improves the way organizations communicate with smart mobile device and browser 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 callers using any phone, any network. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. The patent-pending, HIPAA-compliant technology increases comprehension, problem solving, and recall on support calls by as much as 600%, helps callers resolve inquiries faster with more clarity, and improves the overall mobile user experience, increasing business profits. Use cases include mobile commerce, True Visual Interactive Voice Response systems (True Visual IVR), technical support, employee communications, and enhanced customer support. For more information and a demonstration, visit RadishSystems.com or Twitter @RadishSystems.

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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, TMC, Product of the Year, CUSTOMER magazine