



## Radish Systems and GM Voices Announce Partnership

### Instant Visuals with Professionally-Recorded Voices Enhance Business Calls

**Boulder, CO (March 29, 2016)** – Radish Systems, a leading software innovator that adds visuals to business calls, is pleased to join with GM Voices to offer professionally-recorded voice prompts for telephony applications. The partnership provides consumers an enhanced visual and voice experience with Interactive Voice Response (IVR), Virtual Assistant, and other systems.

The combined next-generation technology that Radish's ChoiceView and GM Voices offer improves the way organizations communicate with their consumers. While many callers are frustrated and irritated by traditional IVR systems, they are pleased to both see and hear menus of options and other information with clearly understandable visuals and voices. It's said that "One picture is worth a thousand words," especially with complex information. People comprehend six times better when both seeing and hearing compared to just hearing. For example, callers can see and better understand how to report an accident claim, especially if they are stressed, don't hear clearly, or don't understand the language. Organizations can update their IVRs by adding intuitive visuals and friendly, natural-sounding voices to improve caller experience, comprehension, and follow-through.

#### About CHOICEVIEW 'Voice with Visuals'

ChoiceView 'Voice with Visuals' improves secure communications between consumers and organizations with automated (IVR) and Virtual Assistant (VA) systems and live agents. For example, with ChoiceView, an IVR answers a call with both a visual and a voice menu. Using any phone and any network, the caller taps a selection and sees additional selections or a fill-in form. The caller adds an account number or other identifying information, as appropriate. While explaining, the IVR sends the caller any type of visual information: receipts, photos, graphics, FAQs, X-rays, surveys, short videos, confirmations, prescriptions, tickets, and text. The caller responds by speaking or tapping selections, and can save information such as receipts, tickets, or instructions for future use. See demo videos and use cases at [www.RadishSystems.com](http://www.RadishSystems.com).

#### About GM Voices

GM Voices, Inc. is the global leader in professionally-recorded voice, language localization, persona development and Voice Branding solutions for Fortune 1000 corporations worldwide. Dozens of voice actors record in their studios each week, providing clients a consistent voice for any application. More than 100 languages and dialects are offered. GM Voices

invented the term and concept of Voice Branding, a single-voice customer experience consistent with a company's brand image. For more information, or to listen to voice samples, visit [www.gmvoices.com](http://www.gmvoices.com) and Twitter @GMVoices.

## ABOUT RADISH SYSTEMS

Radish Systems, a mobile/enterprise software and professional services company, improves the way organizations communicate visually with all callers, including 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 by bridging telephone and Internet worlds and allowing visual information and secure data to be shared during a phone or chat call with callers using any phone, any network, and many display devices. It eases the pain of frustrating automated phone systems (IVRs), virtual assistants, and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant ChoiceView technology increases comprehension, problem solving, and recall on calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves overall user experience, and increases business profits. Radish provides ChoiceView end-user and business software as well as a full suite of developer tools and APIs for easy implementation. Visit [RadishSystems.com](http://RadishSystems.com), [TrueVisualivr.com](http://TrueVisualivr.com), and Twitter @RadishSystems.

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## MEDIA CONTACTS

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## TRADEMARKS

ChoiceView is a registered trademark and Radish, Radish logo, ChoiceView logo and "Wow, now I see what you're talking about!" are trademarks of Radish Systems, LLC. All other trademarks belong to their respective owners.

## 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, mobile self-service, automated phone systems, mobile applications, web applications, ChoiceView WebRTC, voice with visuals, visual customer engagement, developer tools, Visual IVR API, WebRTC, virtual assistants, healthcare, digital health, healthcare triple aim, professionally recorded voices, GM Voices

## SAMPLE TWEET

@RadishSystems & @GMVoices partner to offer naturally-sounding voice & visual #business comm. See & hear it: +1-720-440-7560 #cctr #ivr

Visuals at: <http://www.radishsystems.com/media-center/media-resources/>.