



## Visual IVR Roundtable Features Radish and other Industry Leaders

### Visual IVRs Bolster Customer Engagements and Profits

**Boulder, CO (March 5, 2015)** – Radish Systems, an award-winning mobile/enterprise software company that provides the patented ChoiceView® multichannel ‘voice with visuals’ platform, is pleased to announce its participation with other industry leaders in a web event entitled "How Visual IVRs Bolster Customer Engagements and Profits." Join Enghouse Interactive, [24]7, and Radish in this webinar. It will be on Tuesday, March 31st at 2:00 PM EDT and is free and open to the public. **Learn more and register now at [www.RadishSystems.com/events/](http://www.RadishSystems.com/events/)** . True Visual Interactive Voice Response (IVR) systems ease the pain of traditional automated phone systems. Visual IVRs leverage the capabilities available from the mobile revolution to provide more sophisticated customer interactions. Callers can see and hear business information and easily complete transactions either via automated self-service or live representatives.

Apps and browsers on mobile devices, as well as ordinary phones used in conjunction with computers or tablets, enable organizations to finally overcome many of the problems common with traditional IVRs. For example, instead of forcing callers to listen to all the menu options and memorize the number to press, callers can quickly see and scroll through them on a smartphone. Additionally, audio and visual information can be shared bi-directionally between a company and its callers, saving time and improving the overall customer experience.

At the March 31<sup>st</sup> webinar, you'll learn how to:

- Relieve contact center volume by diverting calls to efficient visual self-service menus and visual interactions.
- Impact several Key Performance Indicators (KPIs) through a Visual IVR deployment.
- Cost-effectively transform your existing IVR into a next generation, true Visual IVR.

#### **CHOICEVIEW SOLUTIONS FROM RADISH**

Callers can participate in simultaneous 'voice and visuals' exchange using a standard browser and the ChoiceView Web App or the free ChoiceView Mobile App. Now any call can easily participate in ‘voice with visuals’ transactions including first-time callers from any phone, users with Mac and Windows computers, as well as users with any smartphone or tablet. ChoiceView works ubiquitously with any phone -- standard PSTN landlines, VoIP, mobile, and WebRTC. ChoiceView allows users to start a session by first calling the business or by first browsing the company's website.

True Visual IVRs with ChoiceView are over-the-top solutions that are highly scalable and easy to implement. As the leader in voice and data integration for enterprise mobility, Radish Systems designed the ChoiceView solution to leverage IVR capabilities on many industry-standard IVR platforms. Radish offers a range of solutions for true Visual IVRs, everything

from assistance in changing an existing IVR script or providing a supplemental Visual IVR, to supplying complete cloud or premises-based IVR platforms. In addition, businesses can use the ChoiceView Visual IVR API and sample script code from Radish to enhance their IVR themselves. ChoiceView is inherently compatible with the existing business infrastructure, including contact centers, IVRs, and other communications systems from many vendors.

## **TRUE VISUAL IVR BENEFITS**

True Visual IVRs allow users to receive visual menus and responses instead of hearing long "Please listen closely as our menu options have changed" types of messages. ChoiceView true Visual IVRs support both voice-centric and web-centric operations. They enable significant cost savings with improved call completion within the IVR. If users need more assistance, they can seamlessly transfer to a live representative while continuing 'voice with visuals' sharing. True Visual IVRs powered by ChoiceView cut call time and costs by more than half in most situations, increase understanding by 600% or more, increase self-service opportunities, and improve user satisfaction and engagement. Transforming current IVRs to true Visual IVRs is a way to provide ease of use and fast self-service with a better customer experience.

## **TRUE VISUAL IVR APPLICATIONS**

Customer support is the killer app to improve sales and service. Imagine you want information about a product. You call the 800-number and easily see and hear visual menus and responses from a Visual IVR. If more assistance is needed, you transfer to a live agent to continue voice and visual sharing. Detailed written and graphic information including diagrams, FAQs, brochures, and reports are shared instantly. Use cases across many industries include mobile commerce, true Visual IVR systems ([TrueVisualIVR.com](http://TrueVisualIVR.com)), technical support, employee communications, and enhanced customer support. See more use cases and demo videos at [RadishSystems.com/solutions/](http://RadishSystems.com/solutions/).

**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, allowing visual information and secure data to be shared during a phone call with callers using any phone and any network. It eases the pain of frustrating automated phone systems (IVRs) and live assistance. It transforms new and existing traditional IVR systems from many vendors into next generation, true Visual IVRs. The patented, HIPAA-compliant 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. Visit [RadishSystems.com](http://RadishSystems.com). Learn more at: [www.RadishSystems.com/events/](http://www.RadishSystems.com/events/). Twitter: @RadishSystems.

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**Media Contact:** Theresa Szczurek, 303-817-3307; [media@RadishSystems.com](mailto:media@RadishSystems.com)

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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, mobile self-service, automated phone systems, mobile applications, web applications, webinar