



**SpeechTEK 2014**  
**August 18-20 at New York Marriott Marquis, NY**  
**Call/Text 303-817-3307 for appointment**

## **Radish Announces the ChoiceView iOS 7 App for Visually Communicating with IVRs and Business Contact Centers CEO Speaks on Healthcare Panel at SpeechTEK 2014**

**Boulder, CO (August 13, 2014)** – Radish Systems, a mobile/enterprise software and professional services company that provides the patented ChoiceView multichannel ‘voice with visuals’ platform, announces its participation at SpeechTEK 2014 and the introduction of its ChoiceView iOS 7 app. ChoiceView offers the next generation of multimodal unified communications, allowing visual information and secure data from businesses to be shared during a phone call with callers using any phone and any network. Radish’s CEO, Theresa Szczurek, will speak on the panel, "Lightning Session C105: Speech Transforms Healthcare" (Monday, August 18th at 3:15 PM EDT in the Soho / Hearld room, 7th floor). She will also be on site through August 20th at the SpeechTEK, Customer Service Experience, and CRM Evolution conferences showcasing the ChoiceView true Visual IVR and live assistance capabilities. Learn more at [www.speechtek.com/2014/](http://www.speechtek.com/2014/) .

**ChoiceView App for iOS 7.** The ChoiceView app has been updated for iOS 7 and is now available at the Apple App Store. When you call a business, this app provides the fastest and most efficient way to interact -- whether you're communicating with an IVR or a contact center agent. It works with iPhones. It also works with iPads and any associated phone, including landlines. Enhancements include the iOS 7 user interface plus improved local History so you can revisit ChoiceView content without a data connection. Richard Davis, Radish’s CTO noted, "The ChoiceView app provides a high performance and secure way for data to be exchanged during a phone call between mobile devices and businesses, and it does so in a way that's totally compatible with the existing business infrastructure. This approach avoids the typical limitations of http-based architectures and provides next-generation capabilities well beyond web browsing in the presence of a phone call."

**Applications.** Customer support is the killer app to improve sales and service. Use cases across many industries include mobile commerce, True Visual IVR (Interactive Voice Response) systems ([TrueVisualIVR.com](http://TrueVisualIVR.com)), technical support, employee communications, and enhanced customer support. In health care, for example, nurse coaches can talk with patients while instantly sharing complex medical information thereby improving health outcomes and patient adherence. In retail, customers can talk and quickly see product information, receive order status, and purchase just the right products resulting in happier customers and fewer returns. 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 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 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 support calls by as much as 600%, helps callers resolve inquiries faster with more clarity, improves the overall user experience, and increases business profits. For more information and a demonstration, visit [RadishSystems.com](http://RadishSystems.com) or Twitter @RadishSystems.

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