



Radish Partners with SPLICE Software to Enhance 'Mobile to Enterprise' Multichannel Conversations

Boulder, Colo. and Calgary, Alberta – March 21, 2013 – [Radish Systems](#) and [SPLICE Software](#), provider of personalized multichannel conversations and a specialist in SaaS-based unique human audio, today announce a strategic partnership designed to offer Radish's [ChoiceView™](#) technology as a multimodal solution to enhance mobile and enterprise communications. Using ChoiceView to improve the mobile user experience, businesses can simultaneously send visuals to mobile device users while talking/texting with them.

Research shows that seeing visuals while talking increases understanding by at least six times. With ChoiceView, companies can share visual information with customers by integrating the technology into existing Interactive Voice Response (IVR) systems, or utilizing it with live agents. This allows callers to both hear and see information transmitted by businesses. Complex transactions for sales and support are completed more quickly and effectively when callers can say, "Now I see what you're talking about!"™

"SPLICE Software's customers want next generation multichannel communications now," said Tara Kelly, president, founder and CEO of SPLICE Software. "Integrating Radish ChoiceView technology into our existing solutions allows us to offer businesses a simple way to interact through live visual communications, and brings a unique solution to our customers looking to provide better mobile sales and support."

"Did you know that many of our enterprise prospects tell us that more than 60% of their callers are now mobile and wanting to leverage the multi-media power of smart devices in completing business transactions? Radish ChoiceView helps businesses implement a mobile strategy to solve BIG support issues!" said Radish CEO Theresa Szczurek. "Radish is pleased to partner with SPLICE to offer next-gen unified enterprise communications and to improve efficiency of contact centers communicating with mobile callers."

About SPLICE Software

SPLICE Software provides voice, video, phone, text / SMS, landing pages, mobile landing pages, email, direct mail, and web applications in a cloud-based solution through software as a service model (SaaS). SPLICE specializes in unique human audio as an on-demand service for enterprises; offering them the ability to

connect with customers using personalized data driven dialog. At the same time, SPLICE uses the data gained through each interaction to populate the company's calling list database and maintain their Do Not Call list and Preferences & Permissions. For more information about SPLICE Software, visit www.splicesoftware.com.

About Radish Systems

[Radish Systems](http://www.RadishSystems.com), LLC improves the way organizations communicate with smart mobile device users through its award-winning ChoiceView 'Communications-as-a-Service' 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. The results are faster communications, lower operating costs, enhanced user experiences, and higher revenues. ChoiceView is available as a general mobile app on Apple and Android mobile devices; software for live and automated agents in enterprise contact centers as well as for individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. Use cases include visual interactive voice response systems (Visual IVR), enhanced customer, patient, and technical support, and improved information exchange. For more information and a [demonstration](#), visit www.RadishSystems.com.

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