



Radish Announces the ChoiceView iOS 8 App for Visually Communicating with Organizations ChoiceView App Supports iPhone 6 and iPhone 6 Plus

Boulder, CO (December 18, 2014) – Radish Systems, an award-winning mobile/enterprise software and professional services company that provides the patented ChoiceView multichannel ‘voice with visuals’ platform, announces the release of the ChoiceView mobile app for iOS 8 with full support of iPhone 6 and iPhone 6 Plus. ChoiceView, which improves business communications for customer support and sales with next generation multimodal unified communications, allows visual information and secure data from organizations to be instantly shared during a phone or chat session with callers using any phone and any network. Download the app from the Apple App Store, try ChoiceView now from anywhere in the world by participating in a demonstration of a Visual Interactive Voice Response (IVR) or Visual Live Assistance.

Richard Davis, Radish's Chief Technical Officer noted, “The ChoiceView app provides a high-performance, real-time, secure way for mobile users to interact with businesses in friendly and efficient ways, whether it involves an Interactive Voice Response (IVR) system, a live agent in a contact center, or an individual PC user. It adds a new dimension to the business calls we make every day.”

ChoiceView App for iOS 8. The app is available now at the Apple App Store. The app is totally compatible with existing business systems and works with iPhones, iPads, any phone network, and any associated phone, including landlines. The app works with both voice-centric and web-centric Visual IVRs, allowing issues to be resolved and calls to be deflected from live agents. The larger screen sizes of the iPhone 6 devices make them ideal for sharing visual information. Visual information consists of any relevant material that can aid in interacting with callers and can include: native files, screenshots, snips, photos, graphics, or videos. Any information received in a session can be stored locally and retrieved without having an Internet connection.

ChoiceView Applications. Customer support is the killer app to improve sales and service. Use cases across many industries include mobile commerce, True Visual IVR systems (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/.

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 or Twitter @RadishSystems.

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Media Contact: Theresa Szczurek, 303-817-3307; 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, iOS8, iPhone 6, iPhone 6 Plus