



## **Radish Announces the ChoiceView Web App for Visually Communicating with Organizations**

Any Caller from Any Device with a Browser Can Now Interact with Voice and Visuals

**Boulder, CO (January 28, 2015)** – Radish Systems, an award-winning mobile/enterprise software and professional services company that provides the patented ChoiceView multichannel ‘voice with visuals’ platform, is pleased to announce availability of the ChoiceView Web App for visually interacting with organizations via an Internet browser. Like the ChoiceView Mobile App which allows simultaneous voice and visuals exchange, the ChoiceView Web App provides a new communications channel for users to interact with businesses, but it does so via a standard browser with no app download. Since it relies on a browser only, the ChoiceView Web App greatly expands the customer reach to include first-time callers from any phone, users with Mac and Windows computers, as well as users with any smart phone or tablet. Callers can see and hear business information and easily complete transactions both via automated self-service systems (known as Interactive Voice Response or IVR) and with live representatives in contact centers or throughout the organization.

### **EVER-PRESENT OPERATION**

The ChoiceView Web App works ubiquitously with any phone -- standard PSTN landlines, VoIP, wireless, and WebRTC. It supports both voice and chat modes of operation. The ChoiceView Web App can be used with mobile phones and tablets as well as laptop and desktop computers. Like all ChoiceView products, it's inherently compatible with the existing business infrastructures, including contact centers, IVRs, and other communications systems from many vendors. The ChoiceView Web App operates through a browser on its own, and its design allows it to be easily incorporated in existing mobile apps and websites.

### **CHOICEVIEW ARCHITECTURE**

The ChoiceView Web App uses the patented ChoiceView switch architecture for seamlessly joining a data session to a phone call. The result is an enhanced phone call that's compatible with the existing phone network, numbering plans, call routing, and business contact centers. This approach makes it easy for endpoints to become ChoiceView enabled since the heavy lifting of ‘voice with visual’ communications isn't done by IVRs or agent desktops, but by the ChoiceView switch.

### **CHOICEVIEW TRUE VISUAL IVRs**

The ChoiceView Web App is especially suited for ChoiceView True Visual IVRs that 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 and / or within voice-enabled web pages. If users need more assistance, they can seamlessly transfer to a live representative while continuing 'voice with visuals' sharing.

## **BEYOND WEB BROWSING WITH A PHONE CALL**

Dr. Richard A. Davis, Radish's Chief Technical Officer, noted, "The ChoiceView Web App is unique in that it is browser compatible and delivers pages with both an information frame, for virtually any type of content, as well as controls for interacting with service representatives and IVRs. It offers capabilities well beyond web browsing. This means, for example, that incoming calls can be easily deflected to a company's website, with no change to existing web pages and with menu and live help buttons included. It also means that the IVR or service representatives can send pdf, xls, and doc files plus a variety of other information directly into the user's browser. Once callers experience a ChoiceView call -- either with a service representative or IVR -- there's no going back to voice-only calls."

## **CHOICEVIEW APPLICATIONS**

Customer support is the killer app to improve sales and service. Imagine you're on the phone and want to purchase tickets for a show. You call the 800-number and easily use your Internet browser to 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. What's new about the Web App is that you don't need to download an app (to a mobile device) and you can use any type of phone along with any Mac or Windows computer or any smart device. It's fast and convenient when buying the show tickets. You can see the date, seat locations, and price options, make your purchase, and receive the downloadable tickets with a receipt within a few minutes. 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. In healthcare, 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 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 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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