



## **FOR IMMEDIATE RELEASE**

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**ITEXPO WEST 2013**  
**Mandalay Bay, Las Vegas**  
**August 26 – 29, 2013**

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## **TRUEVISUALIVR.COM WEBSITE, SPONSORED BY RADISH, EDUCATES AND EASES MARKET CONFUSION**

True Visual Interactive Voice Response (IVR) Systems Share Visual Content During A Voice Call

**BOULDER, CO** (Aug. 22, 2013)

Radish Systems, the makers of ChoiceView and the leader in mobile enterprise solutions for customer service, today launches the [TrueVisualIVR.com](http://TrueVisualIVR.com) website to educate the public and to ease market confusion. True Visual Interactive Voice Response (IVR) systems are the next generation of IVRs and share visual content *during* a voice call. Voice calls to businesses are more important than ever and still causing great pain. Since traditional Interactive Voice Response (IVR) systems are so frustrating for users, yet so prevalent in businesses, users are crying out for a better solution. The answer is a Visual IVR that starts with a regular call from any phone to a business and provides true 'Voice with Visuals' interaction. Market confusion exists over what a True Visual IVR really is. Go to [TrueVisualIVR.com](http://TrueVisualIVR.com) to learn about what it is and is not, see a True Visual IVR™ in action, download the a paper explaining how to use a Visual IVR for improved customer service, win Bitcoins by sharing about your experiences with frustrating IVRs, and learn more.

### **The Situation and Market Confusion**

It's well known that IVRs are a serious pain for callers, especially mobile callers who want ever-faster, ever-easier transactions. It's also well known that businesses have invested billions in IVR infrastructure. These assets would benefit tremendously from a simple and easy-to-implement over-the-top solution like a Visual IVR to transform their existing hardware and software.

Businesses need to be aware of the market confusion surrounding the term Visual IVR. As interest in this ideal solution rises, companies have begun using the name 'Visual IVR' for offerings that often do not provide any type of IVR within their solution. Nor do they provide the real value of sharing visual content **during** a standard voice call to businesses, like boosting comprehension, retention, and recall.

### **The True Visual IVR Solution**

With a True Visual IVR, customers make a phone call as usual and instantly see menus while hearing information, tap choices on their smart device, rapidly move through screens in much less time than it takes to speak the options, and receive visual and voice responses. True Visual IVRs powered by [ChoiceView](#) cut call time and costs, by more than half in most situations, increase understanding by 50% or more, increase self-service opportunities, and improve mobile user satisfaction and engagement. Transforming current IVRs to True Visual IVRs is a quick and simple way to provide ease of use, fast self-service with a better customer experience, and a bridge, when needed, to 'Voice with Visuals' live assistance. Learn more at [choiceview.com](#)

"ChoiceView is the means by which you increase customer and employee comprehension – and when comprehension increases, so do sales and profits." – Thomas Trunnell, National Director of Business Development of a leading CTI and IVR company

### **Industry Leading**

True Visual IVRs with ChoiceView are easy to implement via a script change only. As the leader in voice and data integration for enterprise mobility, Radish Systems designed the ChoiceView solution to follow the voice call and to leverage current IVR capabilities on a wide range of industry standard IVR platforms.

No longer will IVRs impede service optimization or be a roadblock to meeting the needs of your business. ChoiceView-enabled Visual IVRs can easily and economically enhance the customer experience as business processes improve and change. Here's how:

- 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 augment an existing 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 IVRs themselves. The ChoiceView REST API for Visual IVRs is available online for IVR developers. Mobile users access ChoiceView-enabled Visual IVRs with the free ChoiceView Mobile App from the Apple App Store and the Android Google Play Market. It works out of the box with any ChoiceView-equipped business. An SDK is also available so ChoiceView capabilities can easily be wrapped into any current iOS Mobile application. The SDK and API are all available at [RadishSystems.com](http://RadishSystems.com).

## About Radish Systems

[Radish Systems, LLC](http://Radish Systems, LLC), a mobile / enterprise software 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 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 True Visual IVR capability allows TRUE 'Voice with Visuals' mobility communications to easily be added to new and existing Interactive Voice Response (IVR) systems. ChoiceView is available as a general mobile app on Apple and Android mobile devices; as software for live and automated agents in enterprise contact centers as well as for individual PC users; as a Software Developers Kit for inclusion in third-party mobile apps; and as a REST API for Visual IVRs. Use cases include mobile commerce, visual interactive voice response systems (Visual IVR), and enhanced customer support. For more information and a demonstration, visit [RADISHSYSTEMS.COM](http://RADISHSYSTEMS.COM).

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