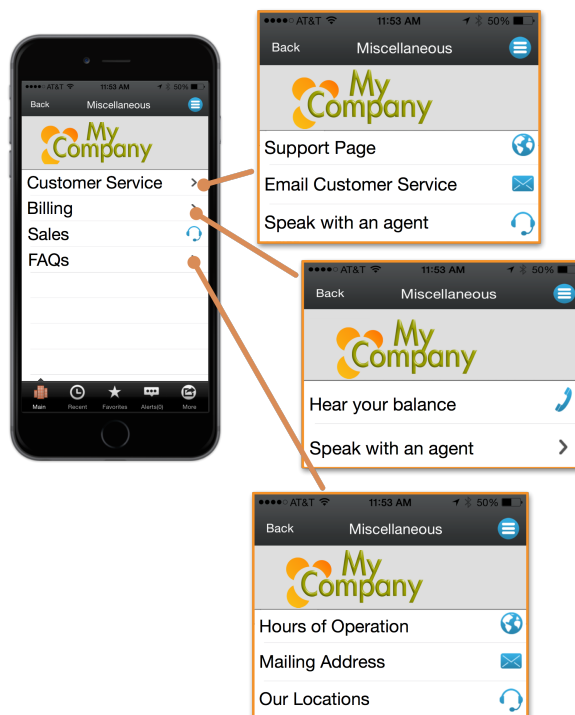# ZAPPIX VISUAL IVR SELF-SERVICE AUTHORING TOOL ALLOWS COMPANIES TO BUILD A SMARTPHONE APP

The newly released Zappix mobile, self-service, Cloud-based platform, designed for non-technical users, empowers companies to build their own smartphone app in minutes.

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Boston, MA— Zappix, the leader in Visual IVR technology and mobile app authoring, announced today the release of its improved visual app building platform that enables non-technical users to build and publish their own smartphone app. The Zappix smartphone app builder allows companies of any size to provide their customers with a mobile app experience at a small fraction of the cost typically associated with developing a customized app.

"This is an exciting development for businesses that want to build and deploy a smartphone app and provide a rapid response to changing business needs," said Avner Schneur, Zappix's Chairman. "Our new version of the Zappix platform gives virtually any business user, regardless of technical skill, the ability to author and change—in minutes, with just a few clicks—a customized smartphone iPhone, Android or Web app. As a result, it's never been easier for companies, large or small, to provide consumers with a customized mobile app that accommodates prompt changes as business requirements evolve."

The smartphone app builder provides tight integration with an array of visual content and customer service channels that include phone (voice), web, mobile online forms, and multi-media (audio or video) self-help resources. Using the app builder allows companies to reduce development costs while increasing customer satiation and net promoter scores (NPS).

Smart, visual support within the app allows a consumer to interact with customer service and even place calls directly through different customer service options. This new version of the Zappix platform changes the dynamic in developing Visual IVR and mobile apps. Businesses no longer have to use IT resources or endure large, ongoing expenses to develop a native mobile app. The new platform also allows a business to stay current with developments as they happen through the implementation of mobile app changes in real time.

Right now, through this link, Zappix is offering a free trial of its Visual IVR app building capabilities. This is a great opportunity to have a Zappix representative demonstrate the ease and affordability of creating an app that suits all of your customer service needs.

More About Zappix

The Zappix Cloud-based Visual-IVR platform is a SaaS (Software as a Service) solution for web or cross-OS mobile app, omni-channel, customer service communications. It

allows companies to rapidly and cost-effectively deploy a Visual IVR app that provides a highly intuitive and extremely interactive customer care smartphone experience. Benefits include increasing customer satisfaction and a company's Net Promoter Score™ (NPS) while reducing contact center costs.

Through superior customer service options, the Zappix Visual IVR delivers uncompromising flexibility on the fly. App content changes can be made and published to web (HTML 5) apps and iOS or Android native apps instantly. Moreover, Zappix's robust API suite provides quick, easy integration with CRM and other systems.

The Zappix smartphone visual IVR and mobile self-service solution has grown rapidly and currently provides hundreds of companies with a streamlined way to empower and better serve customers. The continually expanding list of Zappix-supported organizations includes insurance companies, utility companies, banks, internet and mobile service providers, retailers, airlines and government agencies.

For more information about Zappix, visit www.zappix.com or contact Gal Steinberg, Vice President of Marketing at 781.214.8124; gal.steinberg@zappix.com.