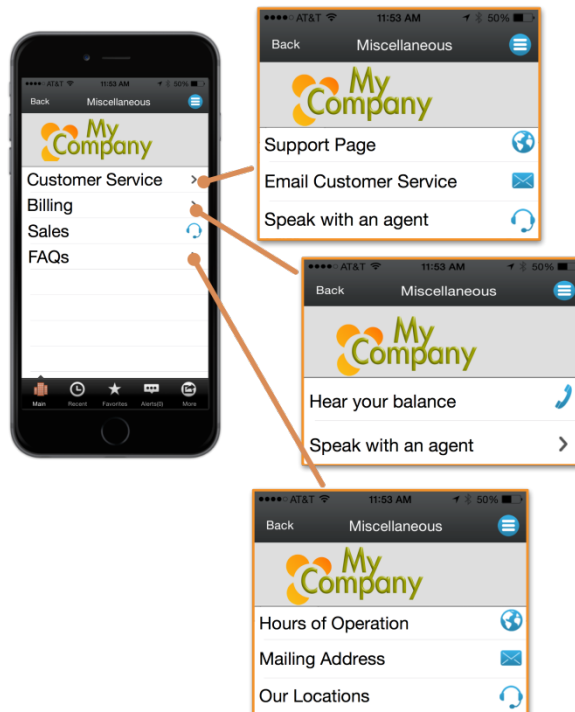


ZAPPIX VISUAL IVR AUTHORIZING TOOL ALLOWS ANYONE TO BUILD A VISUAL IVR IN MINUTES

The updated Mobile self-service, Cloud-based platform designed for non-technical users empowers companies to build their own Visual IVR and omni-channel customer service app.



March 3, 2015

Boston, MA— Zappix, the leader in Visual IVR technology announced today the release of its improved Visual IVR authoring platform that enables non-technical users to build and publish their own omni-channel Visual IVR smartphone app. The Zappix smartphone Visual IVR allows companies of any size to improve customer service by making it easier to resolve a problem or complete a transaction without making a phone call. This results in reduced contact center costs while also increasing customer satisfaction and the Net Promoter Score™ (NPS).

“This is an exciting development for businesses that want to provide mobile customer service capabilities via smartphones and upgrade their current Voice-IVR Infrastructure to a Visual IVR SmartPhone app,” said Gal Steinberg, Vice President of Marketing at Zappix. “Our new version of the Zappix platform gives virtually any user, regardless of technical skill, the ability to author—in minutes, with just a few clicks—a customized Visual IVR app. As a result, it’s never been easier for companies, large or small, to provide consumers with mobile, Cloud-based, omni-channel customer service via smartphones.”

The Zappix omni-channel Visual IVR app works seamlessly with an array of customer service channels that include voice, web, mobile online forms, and multi-media (audio or video) self-help resources. After choosing a visual customer service option from within the app, the customer is able to place calls directly through smart Visual IVR menus.

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 Smartphone Visual IVR app that delivers a highly intuitive and extremely interactive customer care experience on Smartphones. Key benefits include increasing a company’s Net Promoter Score™ (NPS) and customer satisfaction while reducing contact center costs.

The superior customer service interface of 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.