

ZAPPIX ANNOUNCES NO-COST TRIAL OFFERING OF ITS VISUAL IVR SMARTPHONE APP

A great opportunity to test drive the mobile cloud-based Visual IVR platform that enables non-technical users to build their own Visual IVR and omni-channel customer service app

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Boston, MA— Zappix, the leader in smartphone Visual IVR technology and mobile app authoring announced today that it will offer a free trial of its Visual IVR platform to companies that want to test drive a visual IVR smartphone app. The Zappix platforms allows companies of any size to provide their customers with an omni-channel mobile app experience, without the cost involved in developing their own app.

Companies interested in test driving a visual IVR app before committing to deploying the technology on a wide scale can sign up on the Zappix website, where a sample IVR app can be built and tested in minutes. Zappix Visual IVR experts are also available to assist any company needing help in developing the concept and the app.

“I am delighted to see Zappix expanding its offering and providing a very comprehensive Multi-channel IVR solution,” said Avner Schneur, Zappix’s Chairman.

“The well-designed Zappix solution represents a welcome change in the Visual IVR market. While rich in functionality, the Zappix Visual IVR is easy to configure and use, making real self-service capabilities available, for the first time, to non-IT professionals. I am also very pleased to see the app’s deep-embedded analytics feature, which can help improve business performance.”

“Visualizing the legacy voice IVR in a SmartPhone app is becoming an increasingly high priority for companies,” added Gal Steinberg, Zappix’s VP of Marketing, “as

smartphone-using customers demand greater options for reaching customer service via voice and non-voice channels. The Zappix Visual IVR platform empowers businesses that want to deploy a smartphone app and provide a rapid response to changing business needs. This trial period gives business users, regardless of technical skill, the ability to build—in minutes, with just a few clicks—a customized Smartphone iPhone, Android and Web app, and test drive it with their customers. As a result, it's never been easier for companies, large or small, to provide customers with an omni-channel smartphone app that enables prompt changes as the business requirements evolve.”

The Zappix Visual IVR app builder for smartphones provides tight integration with an array of voice and non-voice visual content and customer service channels, including phone (voice), web, mobile online forms, and multi-media (audio or video) self-help resources. Using the app builder allows a company to reduce development costs while increasing customer satiation and its Net Promoter Score (NPS).

With this new offering, companies can test the water by adding smart visual customer service options within the app. Able to be built in minutes, the deployed app immediately allows customers to interact with customer service and even place calls directly to different customer service options and IVR queues.

The new version of the Zappix platform dramatically changes how companies can develop Visual IVR mobile applications. Businesses no longer have to wait for the availability of large funding resources or assistance from busy IT personnel to develop an effective, native mobile app on multiple platforms. The new platform also allows businesses to change their mobile app in real-time to stay current with changes as they happen.

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 provides a highly intuitive and extremely interactive customer care experience on Smartphones. Benefits include increasing customer satisfaction and a company's Net Promoter Score™ (NPS), while reducing contact center costs.

The superior customer service options 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.