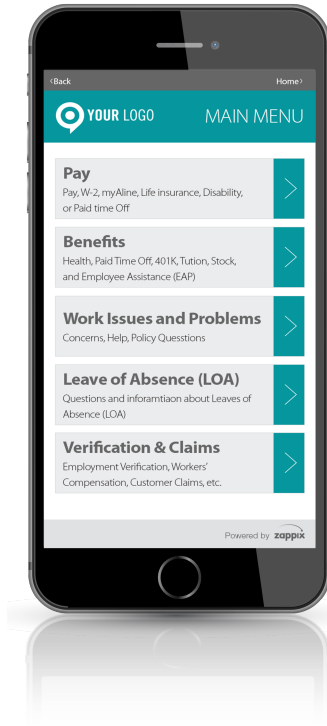**ZAPPIX ANNOUNCES VISUAL IVR SOLUTION FOR HUMAN RESOURCES**

~The Zappix Smartphone Visual IVR for HR empowers employees, allowing them to view a paycheck, manage a 401K account, update a health insurance plan and speak with an HR specialist via a Smartphone web or native app~

Boston, MA— Zappix, a leading Visual IVR platform provider announced today its new HR Visual IVR solution. This new offering enables enterprises with any size workforce to provide employees with an omni-channel mobile Visual IVR HR app for iPhone, Android or Web that connects them directly to a company's Human Resources infrastructure

"This is an exciting development," said Zappix Chairman, Avner Schneur, "effectively expanding the range and reach of our Visual IVR platform. With incredible ease and clarity, this new application helps companies fulfill a critical, high-priority mission for employees and management, connecting them instantly to core HR functions such as Benefits Administration, Personnel Tracking and Payroll. Now, for the first time, organizations have the means to make employee HR inquiries very accessible and uncomplicated. Getting quick answers and immediate assistance go a long way toward eliminating the stress and anxiety employees often feel when making decisions that affect their pay, retirement, health, time off and other work-related issues. By providing the kind of added HR accessibility, convenience and issue resolution support employees desire, businesses using Zappix Visual IVR can dramatically boost staff morale, motivation and retention."

The easy to use, self-service Omni Channel technology of Zappix places, at an employee's fingertips, the ability to quickly explore any data available within an HR domain and get answers immediately. Information and self-help can be delivered securely and cost-effectively on virtually any Human Resources topic, including paid time off, medical/dental/life insurance policies, and 401K participation. For employers, the Zappix Visual IVR solution can substantially reduce Human Resources support costs in labor and materials while improving employee job satisfaction.

"It all comes down to providing companies and their employees fast, easy and secure access to HR information and cross-platform assistance options that are both live and automated," said Zappix Vice President of Marketing, Gal Steinberg. "At little cost and with no IT involvement, the Zappix Visual IVR solution delivers all the capabilities needed for a workforce of any size to realize robust mobile HR smartphone app connectivity."

Zappix integrates voice and non-voice visual content with Human Resources customer service channels that include phone (voice), web, mobile online forms, and multi-media (audio or video) self-help resources into one highly intuitive Visual IVR app. Companies using this platform can realize significant reductions in app development costs while giving their employees exactly what they want and need--better HR interactions that are increasingly driven by automation, self-service, around-the-clock accessibility and enhanced mobile/web convenience.

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 deploy a Smartphone Visual IVR app that provides a highly intuitive and extremely interactive customer care experience on Smartphones, thereby increasing a company's Net Promoter Score™ (NPS) and customer satisfaction while reducing contact center costs.

The Zappix Visual IVR delivers uncompromising flexibility on the fly through its superior customer service options. 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.