IntPowers

WEB CALLER SOLUTION · WEB VOICE FOR YOUR PBX, IVR AND ACD

Web Caller

The call starts on your website.

A button on your website, a link or a QR code opens a voice call in the browser. Web Caller delivers it to your PBX, your IVR or your ACD over a SIP trunk or by forwarding to the phone network, with a DTMF keypad and nothing to download.

One click
from the website to the call

No number
to dial or to give out

DTMF keypad
for your IVR menu

SIP trunk
to the telephony you already have

WEB VOICE

Call from the website, without dialing a number.

A button on your website

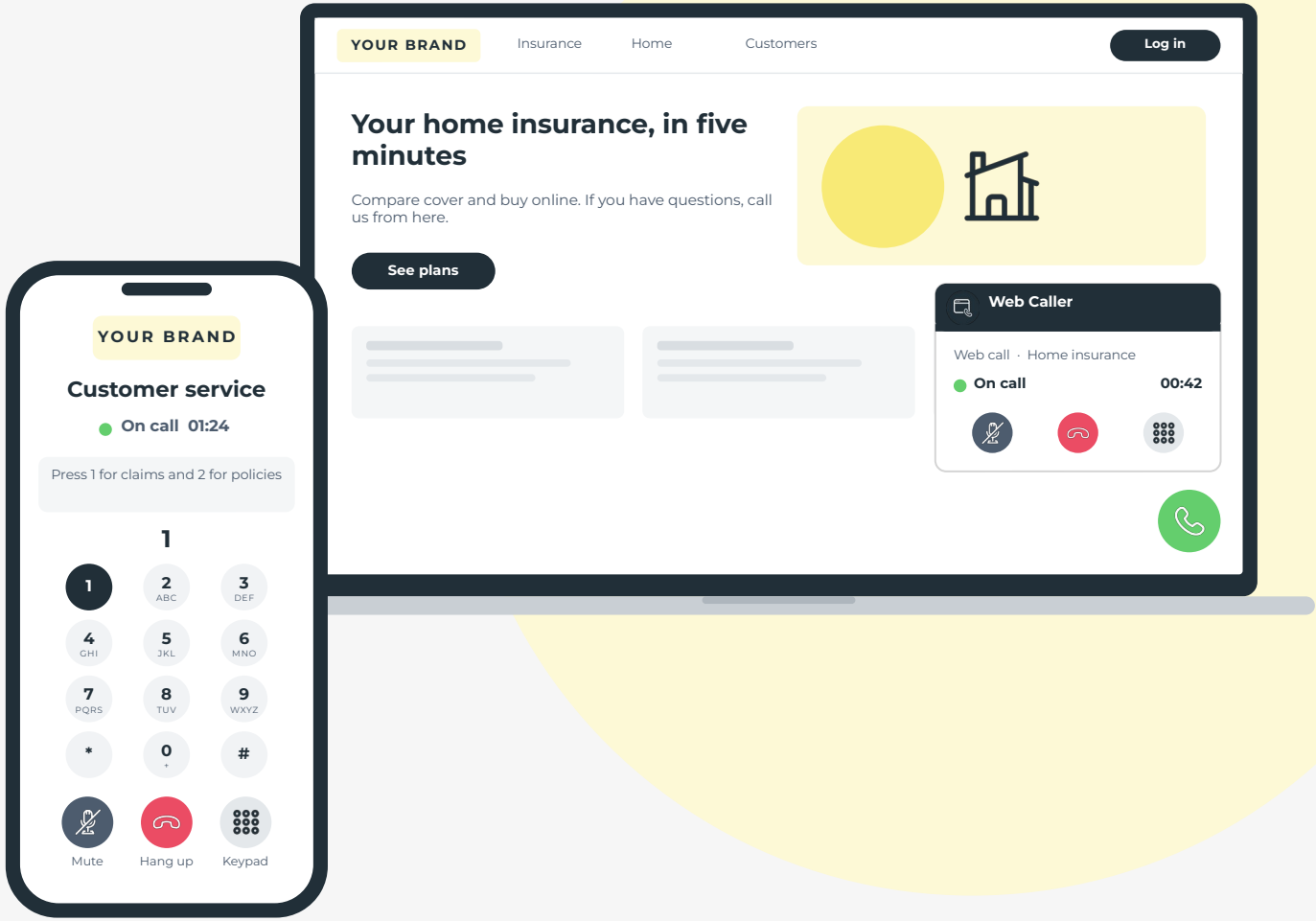
Floating call buttons that can be added to any page, with no coding.

The voice, in the browser

The microphone and speaker of the phone or the computer. No apps, no plugins and no phone number of your own.

It reaches your telephony

Over a SIP trunk or forwarded to the phone network, all the way to your PBX, IVR or ACD.



Source: interactivepowers.com/en/solutions/web-caller

THE GAP

Your website persuades. Then it asks them to dial a number.

The visitor is already on your website and wants to talk. The next step forces them to leave it: copy a number and dial it, or leave theirs and wait.

A number that has to be dialed

Copy it, switch app or device and dial. Every step is a chance to leave it for later.

Leave your number and wait

A callback asks for personal data and a wait: the conversation does not start when the customer wants it to.

Numbering that costs money

Premium-rate numbers and international calls, paid for by you or by the caller.



Web Caller puts the call inside the website.

A button opens the call in the browser and delivers it to your telephony over SIP: the same queue, the same IVR and the same agents who answer the phone, with no number in between.

Patterns published on product pages for web call widgets, callback services and voice SDKs, reviewed in September 2026

THE SOLUTION

Web voice connected to the telephony you already have

Web Caller is the Interactive Powers solution for voice calls from any browser. It plugs into your website with ready-to-use buttons and delivers every call to your PBX, IVR or ACD. The caller downloads nothing and needs no phone number of their own.

Web buttons

Floating call buttons that you paste into your website and customize with no coding.

Call widget

The call happens in the browser, with mute, hang-up and the call status in view.

DTMF keypad

Tones to choose options in your IVR, by clicking on screen or with the computer keyboard.

SIP trunk or forwarding

The call enters your PBX, IVR or ACD like any other call, or is forwarded to a number.

0 downloads

no apps or plugins for the caller

1 click

from the button to the call

Standard SIP

to your telephony

iOS and Android

and desktop browsers

Source: interactivepowers.com/en/solutions/web-caller · Web Caller technical documentation

HOW IT WORKS

From the button to your PBX, in five steps

Web Caller turns a browser call into a SIP call. To your telephony, it is just another inbound call.

01

The button

The visitor presses the call button on your website, opens a link or scans a QR code.

02

The microphone

The browser asks for permission to use the microphone. There is nothing to install.

03

The connection

The voice travels encrypted over WebRTC to the Video RTC gateway.

04

The handover

The gateway converts it to SIP and delivers it to your PBX, IVR or ACD, or forwards it to a number.

05

The conversation

Your IVR or your agent answers; the customer chooses options with the DTMF keypad.

Automatic or on click

The call starts when the page opens or when the button is pressed, depending on the configuration.

Context in the call

The page passes visitor data as SIP headers: your system knows who is calling and from where.

Hold notice

An image and a hold message while the call is queued.

Your telephony does not change: queues, IVR and agents handle the web call with the usual rules.

Source: Web Caller and Video RTC web client technical documentation



Did you know your customers can call you from your website without dialing a number or installing anything?

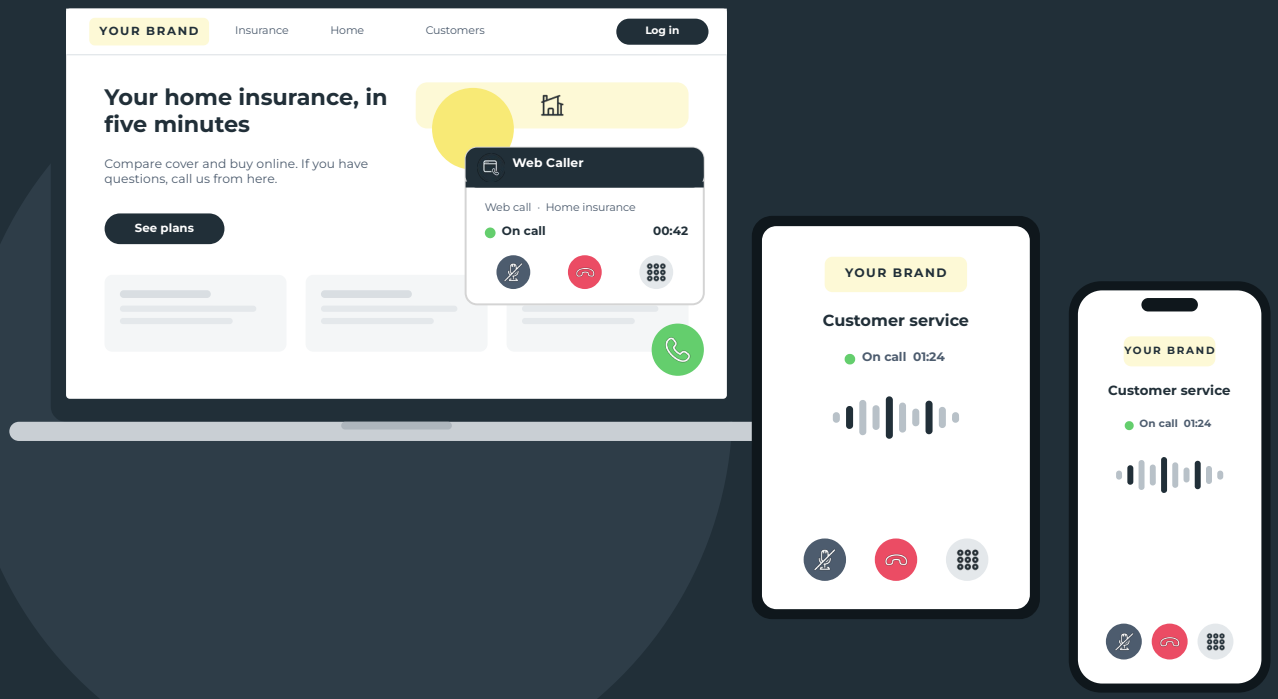


Interactive **Powers**

ANY BROWSER, ANY DEVICE

On mobile too, with no app and no plugin

Web Caller is a cloud service that runs inside the browser and is fully responsive: the same widget on the phone, the tablet and the computer. No applications, extensions or libraries to install.



The same call on all three screens; on the laptop, the widget open over your website.

iOS and Android

The call opens in the phone's or tablet's own browser, with its microphone and speaker.

Desktop computer

Chrome, Safari, Firefox, Edge and Opera, on Windows, macOS and Linux.

No app, no plugin

No downloads, extensions or libraries: a modern browser with WebRTC is all it takes.

100% responsive

The widget adapts to the screen size, from phone to monitor, without a separate version.

The caller installs nothing and needs no number of their own: the browser they already carry is enough.

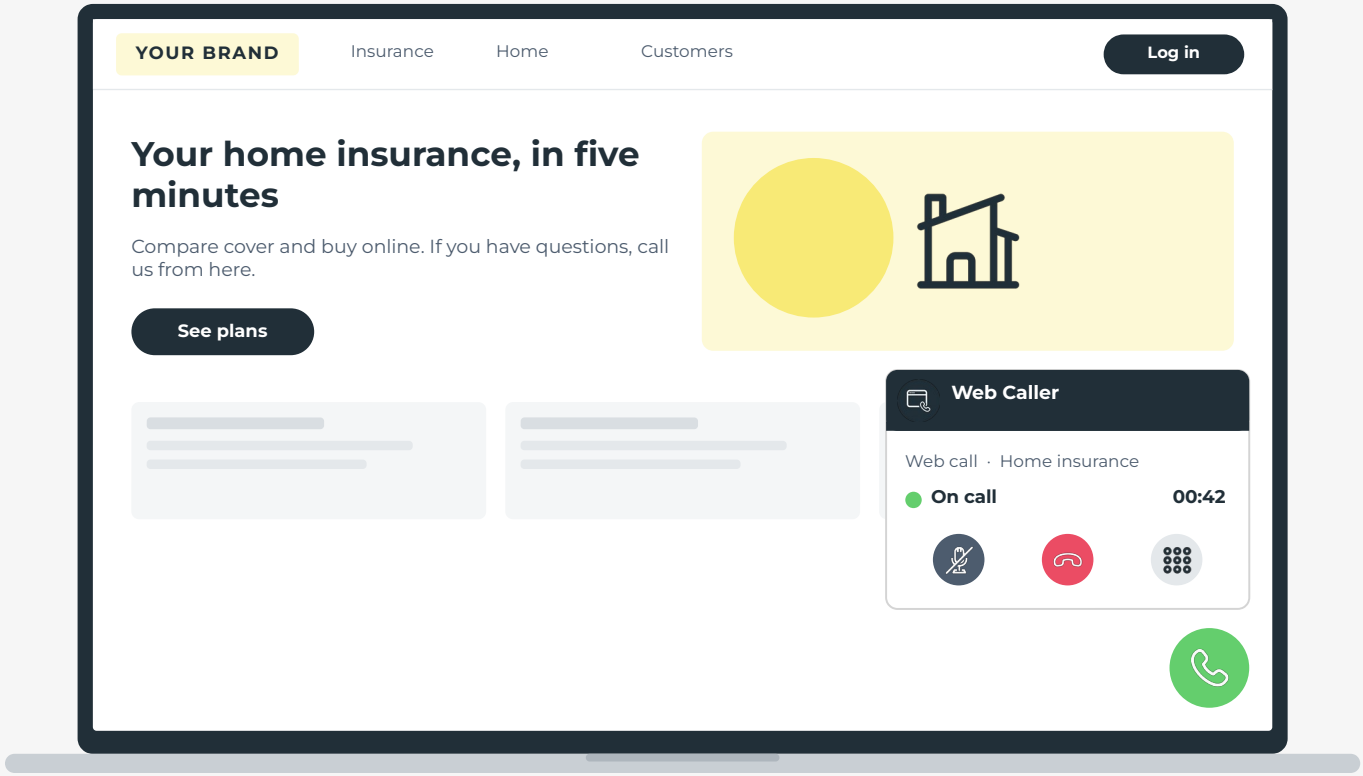
From the device's own browser. Browsers embedded inside other apps may restrict microphone access.

Source: interactivepowers.com/en/solutions/web-caller — Seamless web integration and Ready for iOS and Android

WEB BUTTONS

A call button on any page

Web Caller comes with ready-to-use connection elements: floating buttons that you add to your website and customize yourself.



Mock-up with synthetic data: an insurance website with the floating button and the Web Caller widget open during the call.

Floating button

It sits in the corner you choose and follows the visitor as they browse the website.

No coding

We give you the buttons and the tools: no development team is needed to get it running.

One button per service

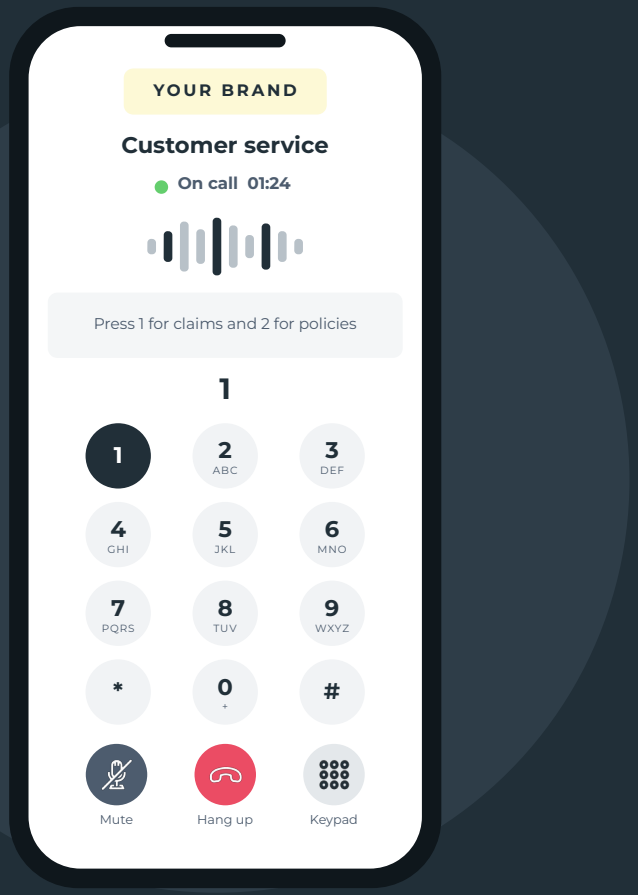
Each button carries its own theme and destination: sales, support or appointments, each to its own queue.

Source: interactivepowers.com/en/solutions/web-caller — Web buttons and No code required

THE CALL IN THE BROWSER

The whole phone, inside the browser

The widget has what you would expect from a phone: the call status, mute, the hang-up button and a keypad for the IVR.



- **DTMF keypad** — tones for your IVR options, tapped on screen or typed on the computer keyboard.
- **Audible tones** — each key sounds when pressed, just like on a phone.
- **Mute and hang up** — always in view, with an icon and a label, not just a color.
- **Hold notice** — an image and a message while the call waits in the queue.
- **Custom ending** — on hang-up, the page closes or goes to the address you choose.
- **The same widget** — on the computer, the tablet and the mobile.

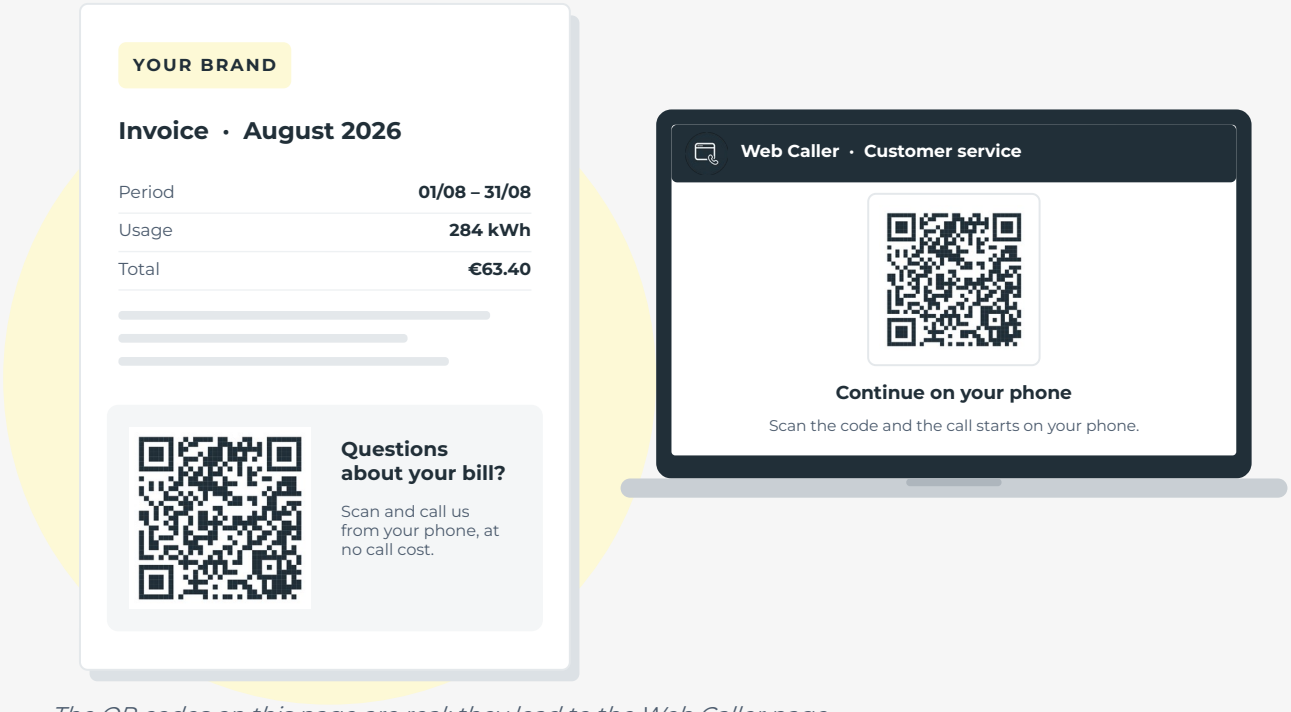
The IVR you already have works the same: the customer presses 1, 2 or 3 from the browser.

Source: interactivepowers.com/en/solutions/web-caller · Video RTC web client configuration (dtmf, hold, autoclose, urlClose)

QR ACCESS

A QR code to call from paper or a screen

When the customer is not on your website, the QR code takes them there. They scan it with the phone camera and the call begins.



The QR codes on this page are real: they lead to the Web Caller page.

Nothing to type

The customer scans with the phone camera and the call opens in the browser.

From computer to mobile

The computer widget shows a QR code that moves the same call to the phone.

On paper or on screen

Invoices, posters, packaging, hotel rooms or a screen in an office.

Each QR, its destination

The QR code carries the theme and destination of the service: billing, support or bookings.

The QR code does not dial a number: it opens the web call. It works the same in any country.

Source: Web Caller technical documentation — QR code access · Video RTC web client configuration (urlQr, qr-scan)

CONNECTION TO YOUR TELEPHONY

In through your telephony, like any other call

Web Caller does not replace your PBX: it delivers calls to it. Your PBX, IVR and ACD handle them with the rules they already have.



SIP trunk

The gateway delivers the call over SIP to your PBX, your IVR or your ACD.

Forwarding to the phone network

If the destination is a number, the call is forwarded to it over the PSTN.

Data in the call

Page parameters travel as SIP headers: name, reference or service.

Origin and device

Optionally, headers with the location, with the user's permission, and the device type.

Your system receives a standard SIP call: there is no proprietary connector to maintain.

Source: interactivepowers.com/en/solutions/web-caller — Call from your website · Video RTC web client parameters

REPLACING PHONE NUMBERS

Fewer numbers to pay for and to dial

The button and the QR code replace the number as the way in. The caller does not pay for the call, and your service relies less on phone numbers.

No number to dial

The button or the QR code takes the place of the number on your website, your invoices and your posters.

No call cost

The customer calls over the Internet from their browser: no premium rates and no international call.

No personal number

The caller does not have to give out their phone number to talk to you.

No waiting for a callback

The conversation starts when the customer clicks, not when they are called back.

Voice quality, leg by leg

Browser
Opus, the WebRTC wideband codec

Gateway
Video RTC converts WebRTC to SIP

Your telephony
The codec your trunk negotiates, usually G.711

On the web leg the voice is wideband. Towards your PBX, your trunk's codec applies.

Your number can stay published: Web Caller adds a way in that does not depend on it.

Source: interactivepowers.com/en/solutions/web-caller — Number replacement · IETF RFC 7874 (WebRTC audio codecs)

WITH REMOTE VIEWER

And when you need to see, Remote Viewer

Web Caller includes Remote Viewer as an add-on in your account. On top of the web call, the agent shares screen, camera, files and chat with the customer.

Web Caller
The voice, from the website

+

Remote Viewer
The image, on top of the call

1 The customer calls

From the button on your website or from a QR code, with the voice in the browser.

2 The agent opens RMV

They create the session from their desktop, with its PIN and short link.

3 The customer joins

With the PIN the agent reads out or the link they paste in the chat.

4 Both see the same

Screen, rear camera, files and chat, while they keep talking.

Voice through Web Caller and image through Remote Viewer: both in the browser, with nothing to download.

Source: interactivepowers.com/en/solutions/web-caller — Remote Viewer integration · Remote Viewer RMV 2026 brochure

USE CASES

Wherever a phone number falls short

The pattern repeats in every sector: the customer is already on your website or has your document in front of them, and wants to talk now.

Sales on the website

The hesitant visitor asks from the product page, without leaving it.

Customer service

A button in the customer area instead of a paid support number.

Customers abroad

No international call: they call from the browser, wherever they are.

Invoices and notices with QR

Utilities, insurance or the public sector: the QR code on the document opens the call to the right service.

Tourism and hotels

From the QR code in the room or at the desk to reception, with no landline and no app.

One more channel for the telephony you already have

Web Caller does not change how you serve customers: it adds a web entry point to your PBX, your IVR and your ACD, with their queues, their hours and their agents.

HYPER-PERSONALIZATION

Your brand, your buttons and your rules

Web Caller adapts without touching the product: branding, buttons and call behavior are defined in the configuration.

Logo and notices

Your logo and your announcements in the widget.

Theme per service

Colors, logo and destination, chosen in the URL.

Your own domain

The widget is served on your domain.

URL and token

Custom access links.

Tailored buttons

Position, color and icon of each button.

Automatic call

When the page opens or with a click.

Close and redirect

On hang-up, it closes or goes to your page.

Data to your system

Website parameters as SIP headers.

A single configuration file

config.json

```
{
    "autocall": false
    "autoclose": true
    "color": "#212F38"
    "settings": { audio: true, video: false }
    "dtmf": { enabled: true, bindKeyboard: true }
    "hold": { enabled: true, enqueue: true }
    "geoposition": false
    "urlClose": "https://your-domain/thank-you"
    "urlQr": "__CURRENT__&autocall=true"
}
```

Illustrative excerpt from the Video RTC web client config.json.

Source: interactivepowers.com/en/solutions/web-caller — Customization and add-ons · Video RTC web client configuration

DEPLOYMENT

In our cloud or on your infrastructure

Web Caller is a cloud service, and it can also be deployed alongside your telephony. Choose based on where you want the gateway to run.

Interactive Powers cloud

Managed service

- **No servers of your own** — the gateway runs on our nodes.
- **Trunk to you** — the call reaches your PBX over SIP.

On-premises

Video RTC on your infrastructure

- **Next to your PBX** — the gateway on your network or private cloud.
- **Regulated environments** — banking, healthcare and the public sector.

With the suite

Smart IVR and Web ACD

- **IVR and ACD included** — if you do not yet have your own IP telephony.
- **Or the one you have** — any PBX or ACD with SIP.

A Video RTC use case, not another server

Web Caller runs on the Video RTC WebRTC-SIP gateway — in our cloud or on your infrastructure — and is configured in a single file.

BROWSERS

Chrome · Safari · Firefox · Edge · Opera

SYSTEMS

Windows · macOS · Linux · iOS · Android

NETWORKS

Ethernet · WiFi · 4G/LTE · 5G

TELEPHONY

SIP trunk · PSTN forwarding

Source: interactivepowers.com/en/solutions/web-caller · Web Caller and Video RTC technical documentation

SECURITY AND PRIVACY

A web call, with the safeguards of a phone call

The customer's voice travels over the Internet to your PBX. Web Caller encrypts it on the web leg and does not expose your telephony.

Encrypted voice

On the web leg the voice is always encrypted: WebRTC mandates DTLS-SRTP on every call.

Signaling over TLS

Call signaling is protected by enabling TLS.

Your PBX, kept safe

The browser talks to the gateway and the gateway to your trunk: your PBX is not exposed to the web.

No personal number

The caller does not have to give out their phone number to talk to you.

Microphone by permission

The browser asks for microphone permission: without it, there is no call.

GDPR and hosting

GDPR-ready. In the AWS cloud, the certifications are AWS's, not those of Interactive Powers.

Source: interactivepowers.com/en/solutions/web-caller — Secure communications · IETF RFC 8827 · Security and Compliance 2026

COMPARISON

Where Web Caller stands apart from the usual alternative

	The usual alternative	Web Caller
How the call starts	Dialing a number from another device, or leaving yours and waiting for a callback	**One click on the website or a QR code: the voice in the browser, instantly**
Where it lands	Web voice widgets usually call only their own vendor's PBX or contact center	**Your PBX, IVR or ACD, over a standard SIP trunk or PSTN forwarding**
Integration	Voice SDKs require in-house development to integrate and maintain	**Ready-to-use buttons, with no coding**
Deployment	Usually, the provider's cloud	**In the cloud or on-premises, on Video RTC**
Cost unit	Typically, the minute	**Subscription per channel: capacity, not minutes**
Branding	The provider's, customisable depending on the plan	**Your logo, your theme, your buttons and your domain**

"The usual alternative" summarizes patterns published on product pages for web call widgets, callback services, voice SDKs and CCaaS suites, reviewed in September 2026. Vendor-by-vendor comparisons available on request.

THE SUITE

Web Caller is backed by a complete suite

Web Caller runs on the Video RTC WebRTC-SIP gateway and delivers its calls to Smart IVR, to Web ACD or to the telephony you already have.



Smart IVR

AUTOMATION LAYER

Carrier-grade VoiceXML IVR with speech engines, which handles the web call before a person is needed.



Web ACD

DISTRIBUTION LAYER

Queues, routes and distributes voice and video to the right agent, and manages their desktop.



Video RTC

MEDIA GATEWAY

Hybrid SIP + WebRTC gateway for browsers, mobiles and kiosks. Web Caller runs on top of it.

+ Web Caller



Video REC

RECORDING LAYER

HD video recording, storage and archiving, with export for analytics and compliance.

SOLUTIONS

Web Caller | Remote Viewer · RMV | CoBrowsing | Field Service · VGO

What Web Caller does not do: distributing calls is Web ACD; automating service, Smart IVR; seeing the customer's screen, Remote Viewer.

Source: interactivepowers.com — platforms and solutions · Web Caller technical documentation

COMMERCIAL

Subscription per channel, on Video RTC

Web Caller runs with Video RTC and is licensed by subscription, per channel — simultaneous web calls — not per minute or per agent seat.

Subscription per channel

The unit is the Video RTC channel, one simultaneous web call: you pay for capacity, not minutes.

On Video RTC

Web Caller runs on the Video RTC platform, in our cloud or on your infrastructure, with no other server.

On what you already have

It connects to your PBX, your IVR or your ACD: no need to change platform to get started.

Email and phone support

From teams covering business hours in CET and EST.

What this means in practice

You pay for the simultaneous web call capacity you need, not for every minute spoken: the cost tracks real business usage. If you forward calls to the phone network, those minutes depend on your carrier.

WEB CALLER · WEB VOICE FOR YOUR PBX, IVR AND ACD

Let them call you from your website.

We will show you a complete call on your own use case: the button on your website, the voice in the browser, your IVR menu with the DTMF keypad and the call coming into your PBX.



Talk to Sales

Request a Demo

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