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

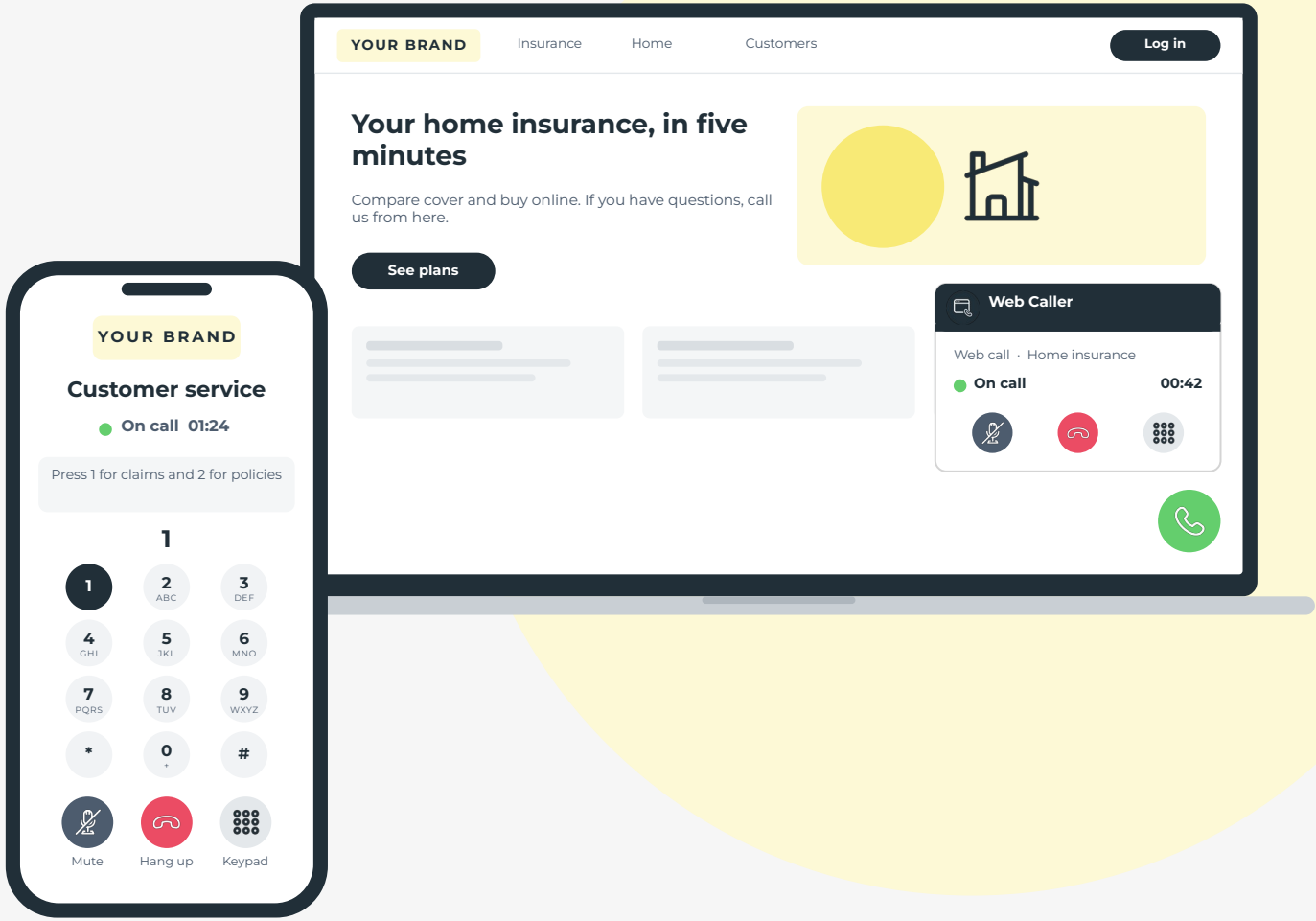
Floating call buttons that can be added to any page, with no coding.

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**

CAPABILITIES

Buttons, call, QR and connection in a single solution

Everything a call that starts on the website needs, from the button on the page to your PBX trunk.

Web buttons

Floating call buttons, one per service, added to your website with no coding.

DTMF keypad

Tones for your IVR menu, tapped on screen or typed on the computer keyboard.

QR access

A QR code on an invoice, a poster or in a room opens the call on the mobile.

SIP trunk or forwarding

The call enters your PBX, IVR or ACD over SIP, or is forwarded to a number over the PSTN.

Context in the call

Page parameters reach your system as SIP headers.

Any device

iOS, Android and desktop browsers, with no app, no plugin and no number of your own.

Plus: hold notice, close and redirect on hang-up, automatic call and Remote Viewer as an add-on.

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

DEPLOYMENT, BRANDING AND SECURITY

Your telephony, your brand and your privacy

Web Caller runs on Video RTC in our cloud or on your infrastructure, and delivers its calls to the telephony you already have.

Interactive Powers cloud

Managed service, with a trunk to your PBX.

On-premises

Video RTC next to your telephony, on your network.

With the suite

Smart IVR and Web ACD, if you do not yet have an IVR or ACD.

Your brand

Logo, announcements, theme per service and buttons in your colors.

Your own domain

The widget is served on your domain, with custom links.

Encrypted voice

DTLS-SRTP on the web leg and TLS for signaling.

Your PBX, kept safe

The PBX is not exposed: it talks only to the gateway.

Chrome, Safari, Firefox, Edge and Opera · Windows, macOS, Linux, iOS and Android · Ethernet, WiFi, 4G/LTE and 5G

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

USE CASES AND COMMERCIAL

Where it fits and how it is licensed

The Web Caller pattern — a customer who is already on your website or has your document in front of them and wants to talk — repeats in every sector.

Wherever a phone number falls short

- **Sales on the website**
- **Customer service**
- **Customers abroad**
- **Invoices and notices with QR**
- **Tourism and hotels**

Application scenarios, not customer references.

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.
You pay for the capacity you need, not for every minute spoken. 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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