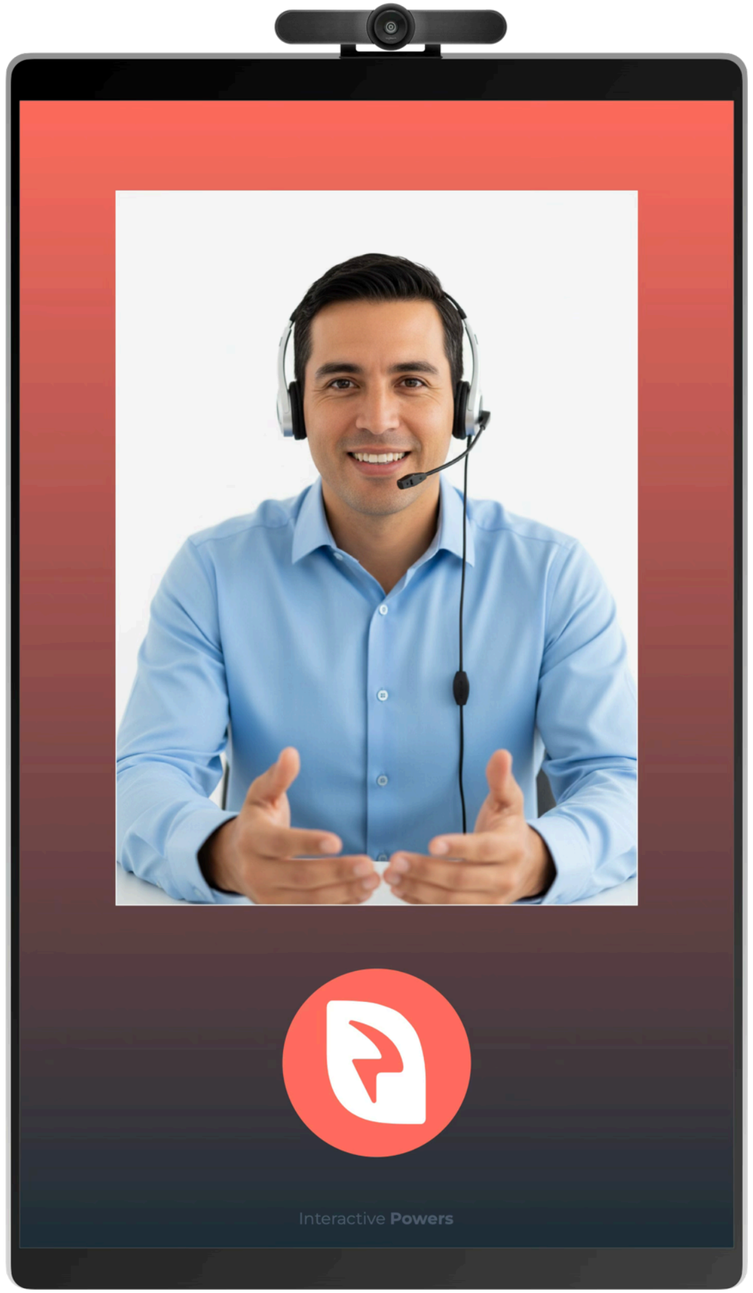
Telepresence
Phygital

Face-to-face service over video, without staff at the service point.

Video Kiosk Video Call Voice Call WhatsApp



The current situation at the point of contact

Today, most high-value interactions end up in one of these four scenarios. These aren't execution failures — they're the predictable result of tying service capacity to a place and a schedule while demand isn't.



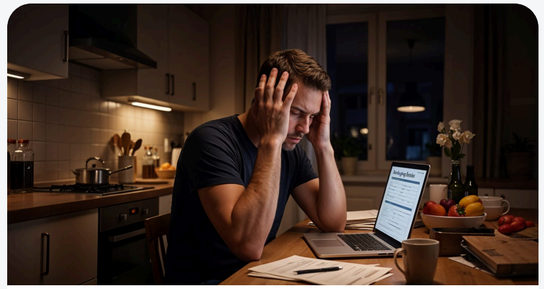
Waiting and abandonment

The customer sizes up the queue on arrival and decides within seconds. The loss happens before any interaction takes place and leaves no trace in any system.



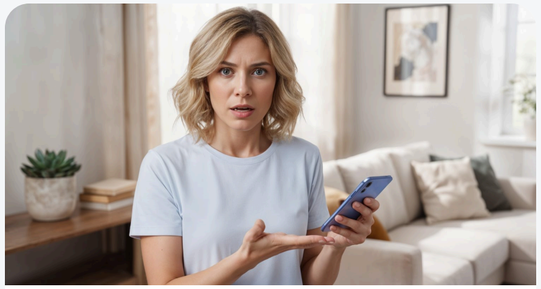
Deferred advice

They come in hoping someone will guide them and find a generalist instead. The answer is an appointment, a referral to the call center, or coming back another day.



Self-service with no way out

The digital process handles the simple cases, but leaves the customer alone right when the doubt or exception that decides the outcome shows up.



Incomplete remote channel

Phone and chat connect the customer, but don't let them view a document, share a screen, or verify identity and complete a complex transaction.

In all four cases, the same thing happens: the company pays for the capacity without generating revenue, and the customer walks away quietly with an unresolved need. AI doesn't solve these problems, and they don't always show up in KPIs.

In-person service doesn't scale with the business

1 Fixed cost per location

Every service point requires its own staff, space, and hours. Costs grow linearly with the network.

2 Uneven coverage

Lower-traffic locations can't justify a dedicated specialist, so customers get a lesser service.

3 Rigid capacity

Demand spikes can't be absorbed: on-site staff can't be redistributed in real time.



Video is the superior digital and human channel for remote customer service

CSAT - NPS

CSAT scores typically range between 4.5 and 5, especially when customers compare it with other channels.



Customer Satisfaction Score (CSAT) · 0 – 5

FCR

First-contact resolution rates with video calls outperform any digital channel or phone.



First Contact Resolution (FCR) · 0 – 100%

Customer service channel comparison data (CSAT and FCR) reflects consolidated industry averages and trends for 2025-2026, drawn from several Interactive Powers client reports and cross-checked against independent studies.

The concept

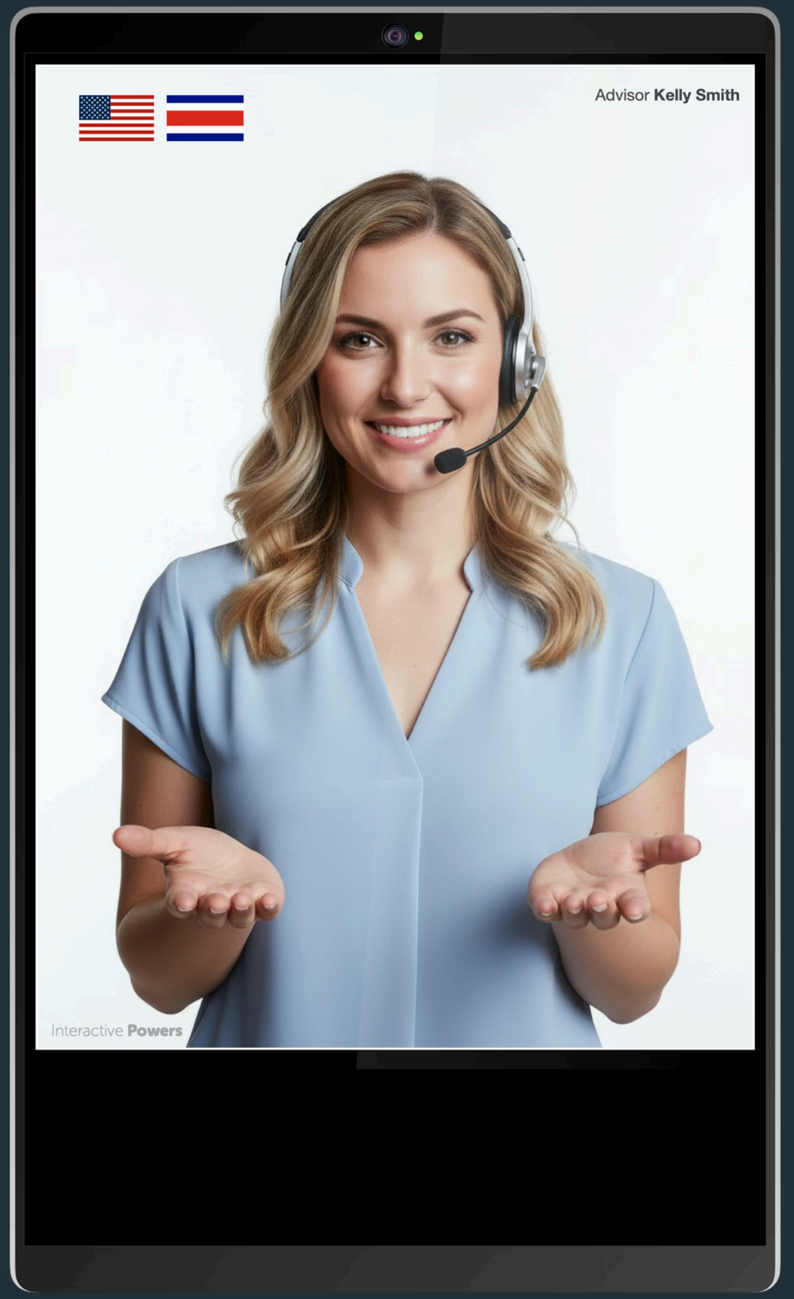
Physical presence. Remote operation.

A physical service point — kiosk, tablet, or simply a QR sticker — connects the customer, in seconds, to a human advisor over high-definition video. The advisor can be based at any contact center in the world. The customer experiences high-value, face-to-face service that gets things resolved.

No app to install

No appointment needed

No on-site staff



3500

Scan the QR code to contact an agent and complete the registration form. You can speak through your smartphone while interacting here.



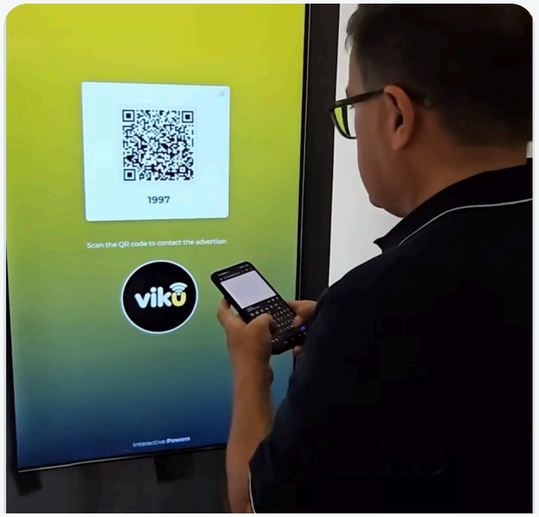


Four steps, under 30 seconds



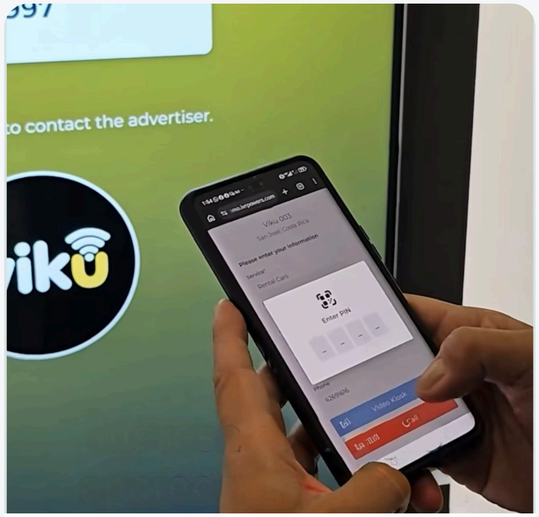
1 Scan

The customer scans the QR code on the video kiosk, tablet, or sticker with their own mobile phone.



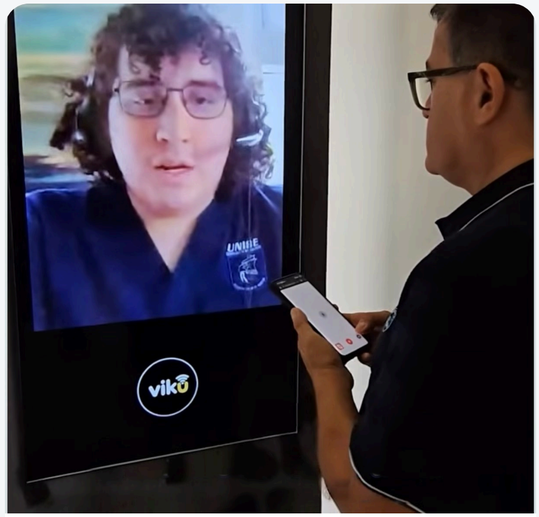
2 Identify

They enter the minimum service details on their phone: name, contact info, reason, ID, or promo code.



3 Connect

They enter a sync PIN. The system routes the session to the first available advisor.



4 Talk

Audio runs through the customer's phone: total privacy and HD video quality in any environment.

One session, split across two devices

This is the technical piece that sets this technology apart from any video call: the streams of a single session are split between the service point's screen and the customer's phone.

Physical point

Kiosk, screen, or tablet

- Life-size HD video of the advisor
- Shared document screen
- Receives the RTP media stream

SPLIT

Customer's device

Their own smartphone, no app

- Private two-way audio
- Signaling and session control (RTC)
- Data capture and service selection

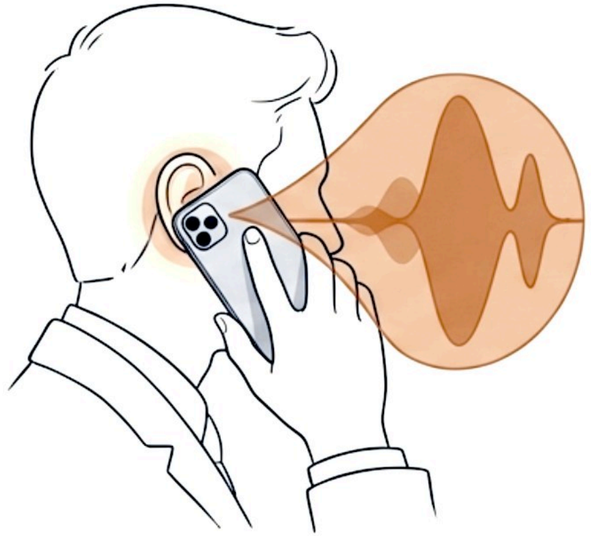
Contact center · ACD · browser-based advisors — receive both streams as a single interaction

One logical session · Passes through corporate firewalls and NAT · WiFi, 5G, or LTE · PWA mode to reconnect later · no VPN · no App · no installation

powered by aws

Audio never passes through shared hardware

Thanks to the SPLIT architecture, audio goes in and out through the customer's own phone — never through a kiosk speaker or microphone. The same mechanism solves both data privacy and intelligibility in noisy environments.



Multimodal communication



Acoustic isolation

No ambient noise in the session, and no disturbance to those nearby.

Data confidentiality

Banking, medical, or personal data, inaudible to bystanders.

Multilingual service

Automatic routing to the customer's language.

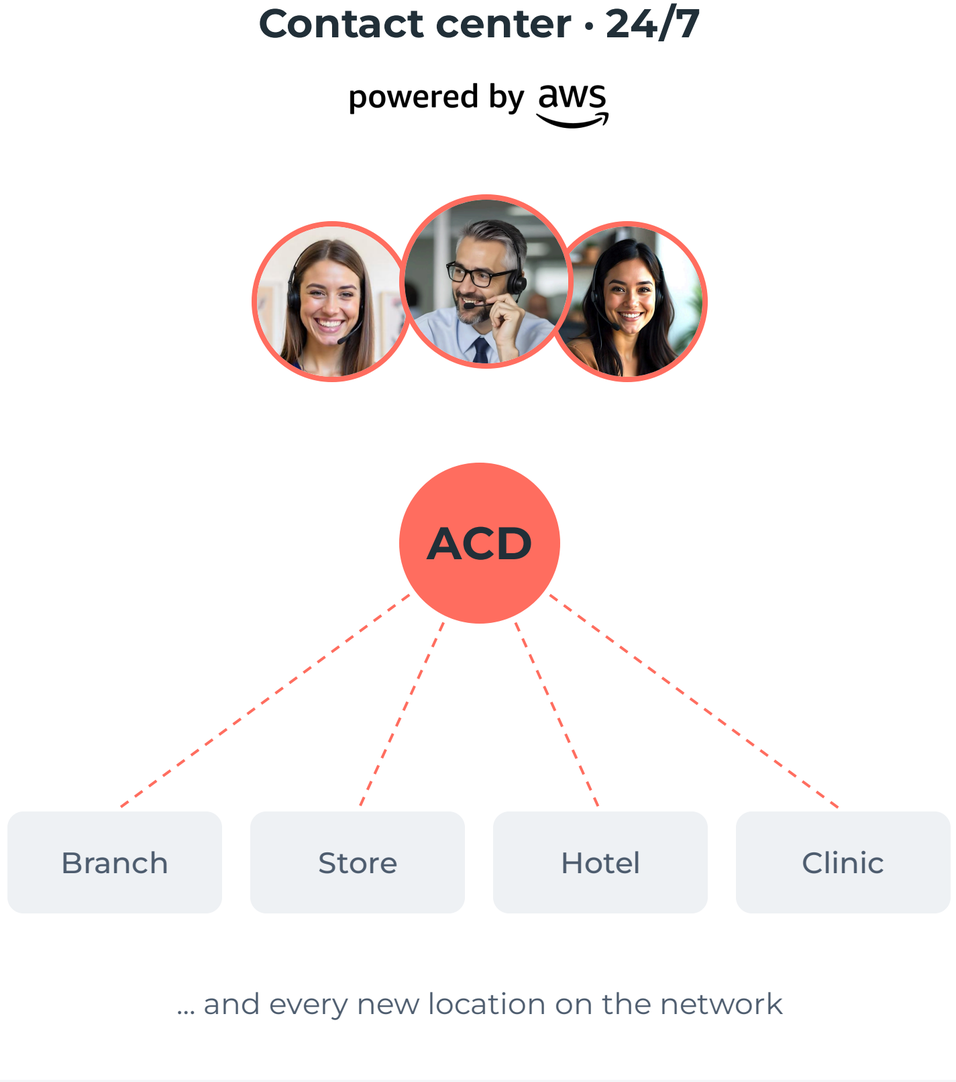
Sign language

Real-time interpreter for deaf customers.

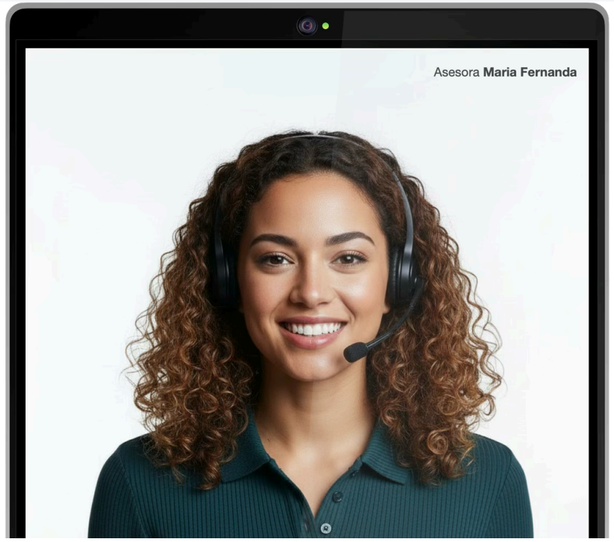
One expert team serves the entire physical or digital network

Service capacity is no longer tied to a building. A single, centralized team of advisors covers dozens or hundreds of contact points, with demand redistributed through intelligent ACD routing based on the real traffic at each location.

- **Open new locations without hiring local staff**
- **Extended hours without duplicating shifts per branch**
- **Specialists now available across the entire network**

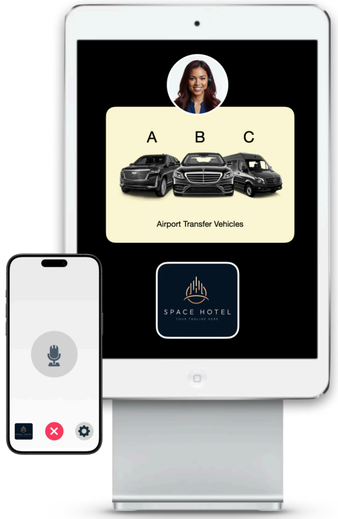


Why customers experience it as in-person service



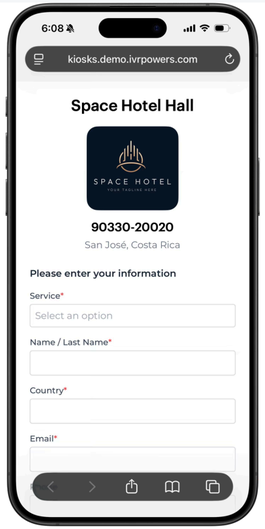
Human scale

The advisor appears life-size, looking straight at the camera. The perceived service and trust match that of a staffed counter.



Shared viewing

The advisor shares contracts, forms, or catalogs on screen in real time. Customers visually review their orders before confirming.



Control from their phone

The customer runs the session from their own phone — no shared touchscreens, and they never give up control.



One point, four channels

Customers choose how they want to be served

1

Video Kiosk

Service on the large screen at the service point, with audio through their phone.

2

Mobile video call

The entire session on the customer's phone, on-site or off.

3

Digital call

Voice over data only — no minutes used, no phone number needed.

4

WhatsApp

Conversation continuity on the channel customers already use every day.

Metadata capture before connecting

Name · email · phone · ID document · promo code · room or file number. The advisor opens the session with the case already identified.

PIN sync between devices

When choosing kiosk mode, the customer enters a four-digit PIN that pairs their phone with that specific screen — preventing session mix-ups at sites with several adjacent points.

Dedicated service or multi-service selector

Every contact point can be configured as a dedicated service — one queue, one brand — or as a multi-service selector, where each option routes to a different queue. This is a configuration decision, not a hardware one, and it can be changed remotely.



The same software, with the service and identity tailored to each point

Dedicated service

The entire point handles a single process: customer onboarding, technical support, or concierge.

Multi-service

Customers choose between several processes or departments from the same screen.

Multi-brand

A single point represents multiple brands, each with its own queue, identity, and content.



Configurable brand slots per location

Customers never repeat themselves across any transfer

1 Customer



Data captured before connecting: identity, reason, and context from the service point.

2 Advisor A



Receives the session already in context. Handles it, documents it, and decides whether to escalate.

3 Supervisor B



Inherits the full session — conversation, documents, and data — without dropping the video.

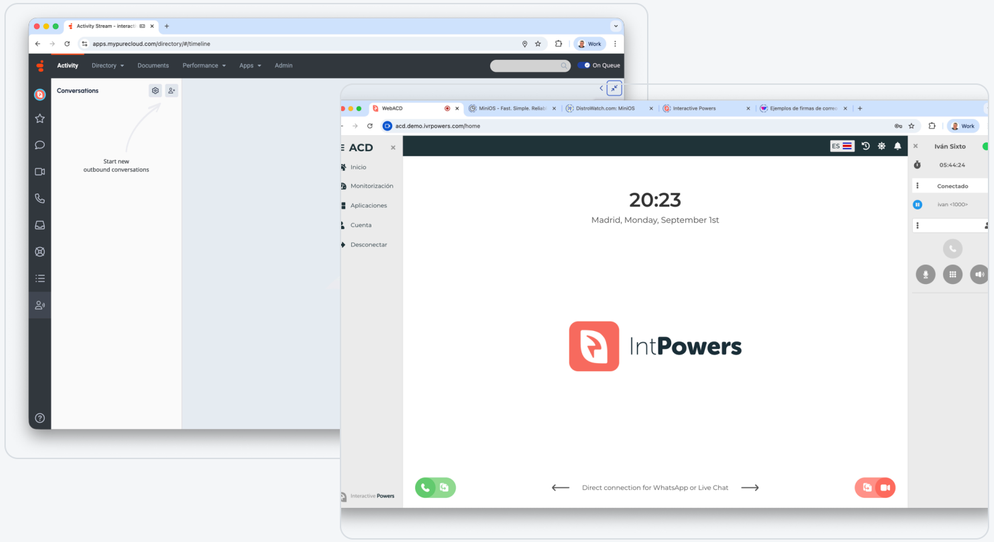
Full context carried through the entire chain · zero repetition · native ACD routing (Genesys, Cisco, Five9, GoContact...)


BGR
Crédito
de Vivienda
Tasas preferenciales para
hacer realidad tu hogar
4107

Integration

Integrates with the contact center you already have

The platform integrates with the ACD your organization already has in production, or runs standalone with its own Web ACD. No migration required, and no need to replace your existing operations.



GENESYS · Enghouse Interactive · 3CX · cisco · inconcert · wolkvox · AVAYA

ICR EVOLUTION · talkdesk · altitude · xcally · GoContact · Five9 · VOCALCOM

Distributed agents

Makes use of advisors already available at offices, dealerships, or branches, between in-person appointments.

Centralized agents

Maximizes operations with more shifts, queue-based specialization, and contact center outsourcing.

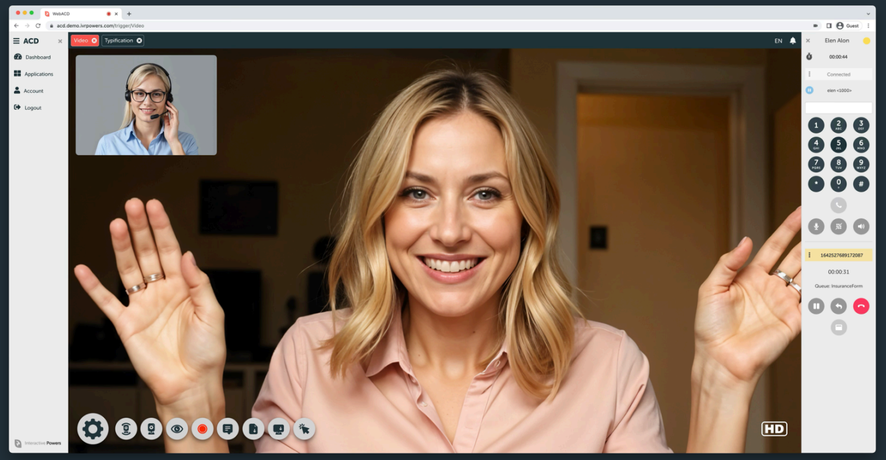
A managed service, no deployment on your network

VCCaaS · Video Contact Center as a Service

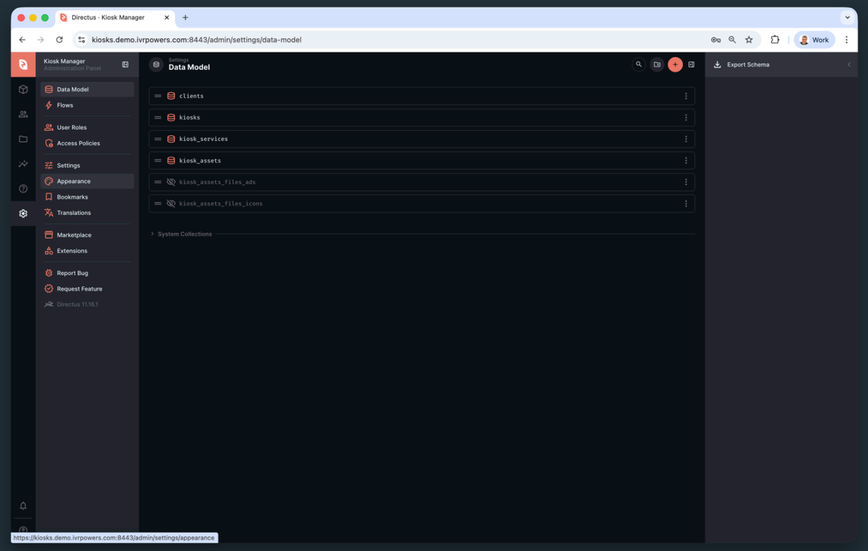
Advisors, supervisors, and sales staff work from a laptop, PC, Mac, or tablet — with just a web browser and internet access. No heavy client, no proprietary headsets, no dedicated workstation.

Kiosk Manager · centralized management

Oversight of the entire network of points, adding and removing locations, content, logos and advertising per kiosk, supervisor roles and permissions, and remote configuration settings.



Browser-based advisor console



Kiosk Manager · network oversight

Operational impact

More coverage on less infrastructure

24/7

Continuous availability

Shifts and outsourcing cover time slots no physical branch could sustain on its own.

1 : N

One team, the entire network

The same group of advisors serves every contact point at once, cutting operating costs.

+0

Staff at the point

The service point works even with no assigned staff: just a screen and connectivity.

The platform scales to hundreds of thousands of interactions per month on the same infrastructure, with no need to physically replicate service points.

Sustainable, circular
Positive environmental impact

Every remote point reduces operating and infrastructure costs

A fixed specialist at a low-traffic point spends much of the day serving no one, yet their payroll and workstation stay active regardless. Centralizing the resource frees up that time and that geography.

Traditional model

Active payroll, no interaction
Fixed staff even when the point has no traffic that shift.

Infrastructure running regardless
Dedicated climate control and lighting for the entire shift.

Transit time that isn't service
Travel between sites produces no service.

Absences covered point by point
Every absence requires a local substitute or leaves the point empty.

Talent tied to geography
You can only hire where the point is, whether or not the talent is there.

Phygital model

Capacity based on real occupancy
The team is sized to aggregate demand.

The point carries no staff
Just a screen and connectivity — the fixed cost disappears.

Zero transit time
The specialist serves without leaving their desk.

Absences absorbed by the team
The rest of the pool covers it, no local substitute needed.

Talent with no geographic ties
Concentrate your team in one site, or move it to another country.

The real savings are the payroll, infrastructure, and geography that no longer limit the service.

Security and compliance

Enterprise-grade, from the infrastructure up

Infrastructure deployed on AWS with full data isolation, encryption, and per-client segregation. Interactive Powers never accesses end-user data.

SOC 2 | ISO 27001 | GDPR | HIPAA | PCI-DSS

Live identity verification

The advisor visually confirms the customer and their ID document — a direct barrier against impersonation, and deepfakes can't operate through a kiosk.

Session traceability

Interaction recording and auditing in line with each organization's policy. Reports, logs, and metadata generated for all activity.



If local hardware fails, the service never goes down

The contact point is decoupled from the session. If the screen, local network, or power fails, the interaction continues on the customer's smartphone via the static QR code, with no on-site technical intervention needed. It can run over the user's own LTE/5G connection.

Resilient by design

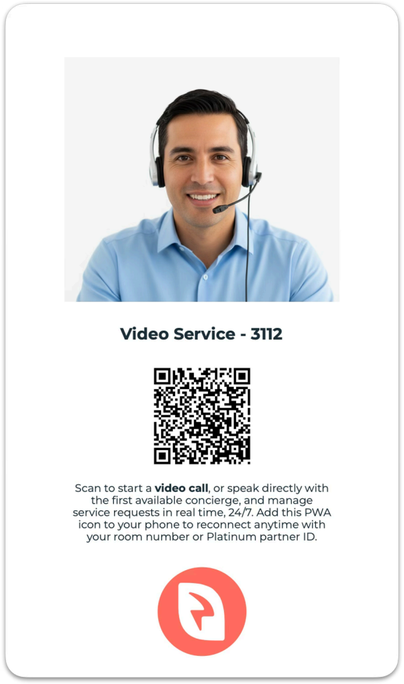
The system is 100% multimodal and keeps running even without fixed screens.

Static QR code backup

The printed sticker works even if the kiosk is completely down.

Full mobile session

Customers keep video, audio, and shared screen from their own device.





Active session from mobile

No technician dispatch · No support ticket

Featured case · Banking

Specialized service outside branch hours



1 Arrival

The customer enters the self-service lobby, whether or not the branch is open.



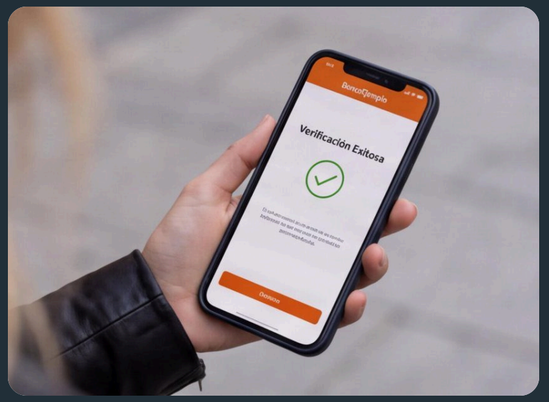
2 Connection

Scans the kiosk QR code and selects the service: onboarding, an issue, or advisory.



3 Video service

A specialized banker assists over video and shares documentation on screen.



4 Verification

Identity confirmed and the transaction validated on the customer's phone.

Applicable processes: account opening · identity verification · credit origination · issue resolution · investment advisory

The same model, four different operations



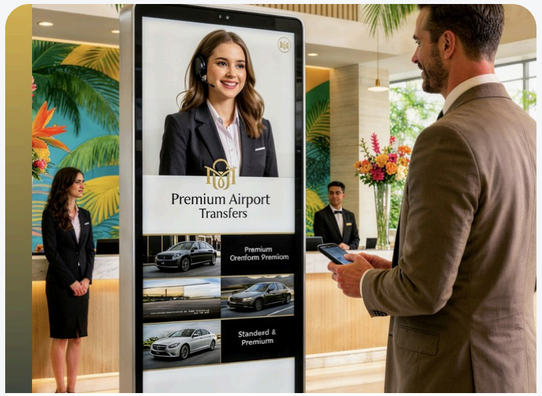
Finance

Assisted claims assessment, account opening, policy issuance, and claim filing, with visual verification of the policyholder and their document.



Retail

Personal shopper and in-store product advisory: one brand specialist covers the entire retail network.



Travel & Hospitality

Multilingual 24/7 concierge in the hotel, resort, or tour lobby, with no need for a staffed desk overnight.

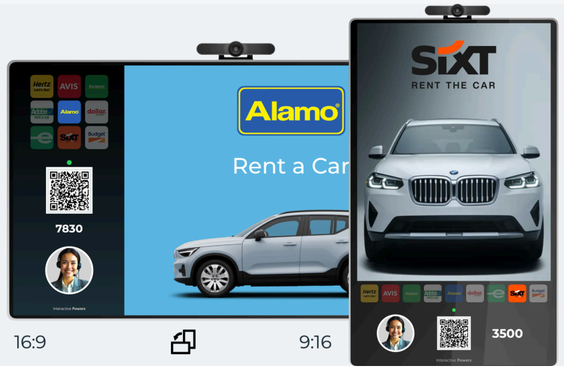


Healthcare

Admissions, initial triage, and patient guidance at clinics and centers without permanent front-desk staff.

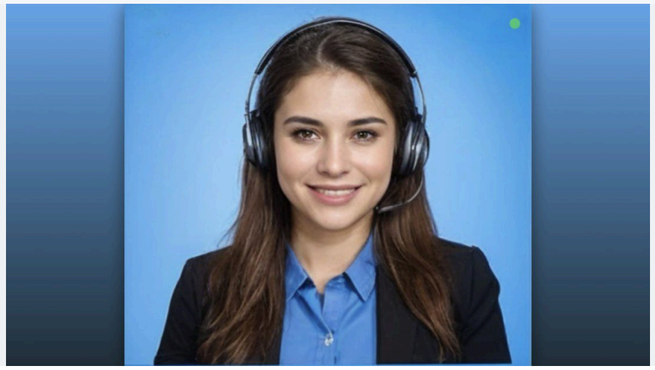
Any format, any orientation

The software adapts to whatever hardware is already on site: a vertical totem, horizontal screen, countertop tablet, or embedded monitor. It doesn't dictate construction work or furniture.



Vertical or Horizontal Screen

The software automatically detects screen size and orientation.



Focus or Full-Screen Mode

The system adjusts the advisor's framing based on the screen type and use.



Touchscreens, PWA

The system also runs on touch devices — iPad or Android — both as a PWA.

Vertical 9:16 · 1080 × 1920 Horizontal 16:9 · 1920 × 1080 From countertop tablets to large-format totems

Your brand at every point of contact

100% configurable interface: logo, color palette, typography, legal text, and promotional content. End customers never perceive a third-party platform.

- **Corporate logo, color palette, and typography**
- **Your own text, languages, and legal notices**
- **Custom iconography and service naming**
- **Changes applied remotely across the entire network**



Example of customization on the same software

The screen keeps working even when there is no session

At rest, the point doesn't go dark: it plays content and advertising carousels scheduled per location from Kiosk Manager. The asset stops being just a service channel and becomes a communication medium too.

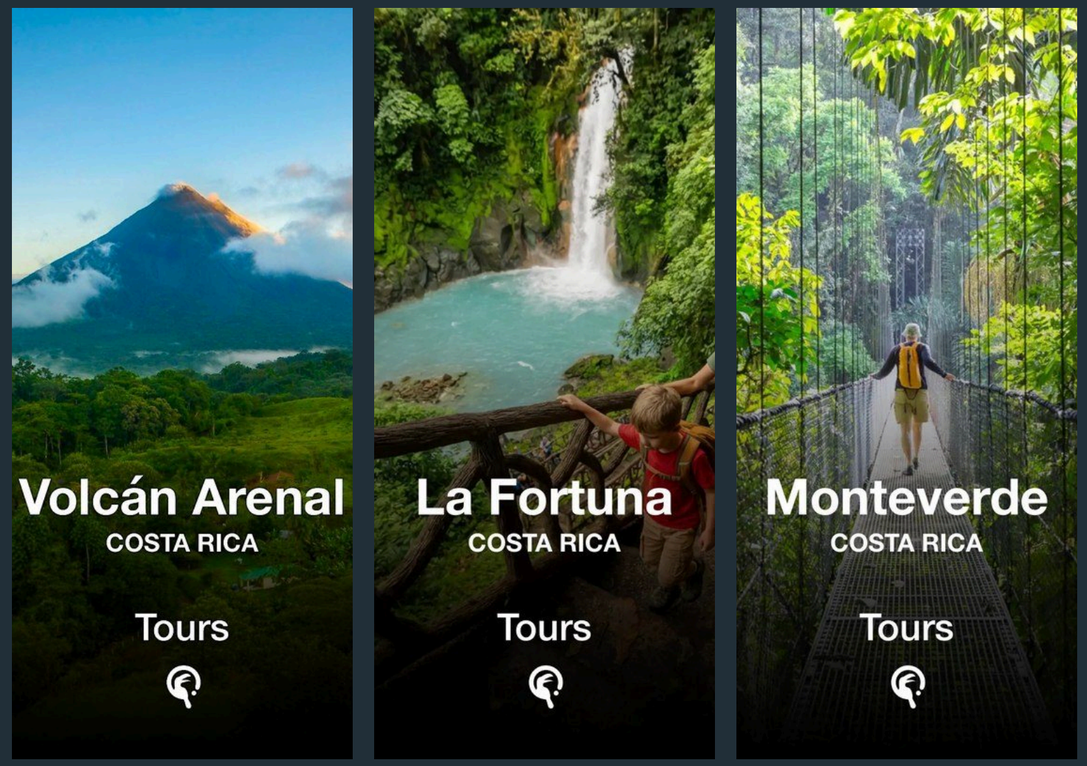
JPG, GIF, and MP4 formats
Static or motion creative, no additional player required.

Scheduling by location
Each kiosk shows the campaign that matches its site, language, and schedule.

Owned or third-party content
Campaigns from your brand, your partners, or local advertisers.

Instant transition
When the QR code is scanned, the carousel steps aside for the video session.

Programmable ad slideshow per location



Ad carousel at rest · vertical and horizontal

Pays back the point even outside service hours

Summary for the committee

Seven decisions already settled

A category of its own
It isn't video conferencing: it's an in-person service channel designed from the ground up.

No adoption friction
Customers install nothing; advisors need only a browser.

Integrates with your ACD
Works alongside Genesys, Cisco, Avaya, Five9, or GoContact, among others.

Privacy by design
The SPLIT architecture operates in high-security, high-privacy environments.

Regulatory compliance
AWS infrastructure with enterprise-grade certifications.

The asset pays for itself
At rest, the point plays scheduled content and advertising.

The seventh: the service point stops being a fixed cost and becomes optimized, flexible capacity.

Let's talk about your case

We analyze a specific process from your operation and estimate the deployment model, contact center integration, and the impact on your network of service points.

Interactive Powers

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