**Phygital** Store

TELESERVICES DECK

# Retail

## The store, augmented by telepresence

An expert on video joins the floor team when the customer needs one: in the aisle, at the counter, at the cutting center, or after the store has closed.

OPERATIONS AND SALES

Interactive Powers · October 2026

IntPowers



# One aisle, one question, and an expert on the other end

0

**apps to install**

Customers connect from the kiosk, a tablet, or their phone's browser.

1 : N

**one expert, several stores**

The same person covers the category across the network. N is measured in the pilot.

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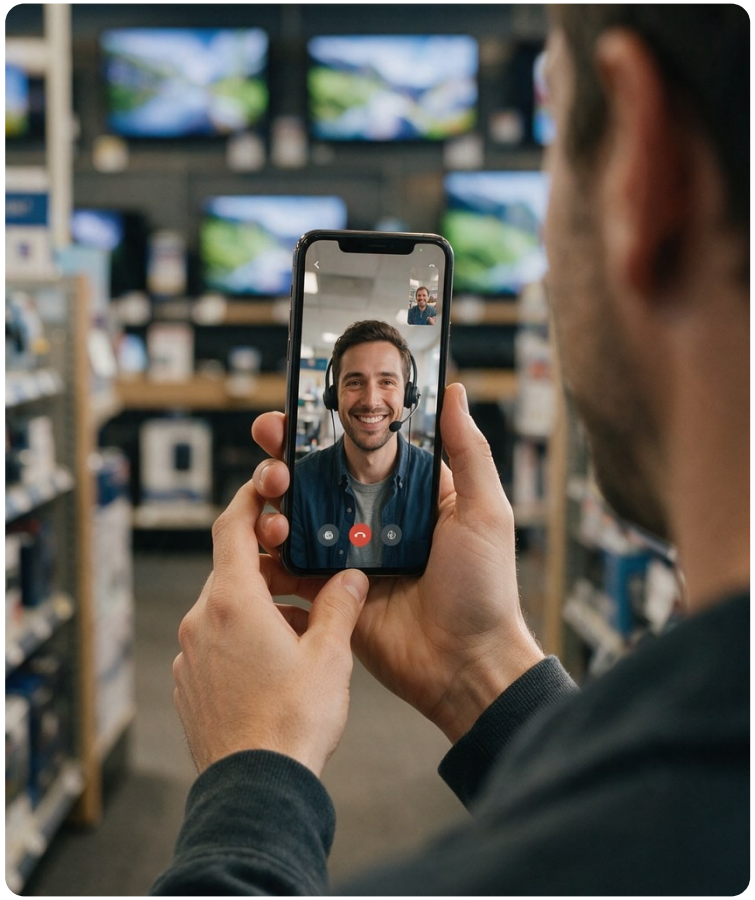
**connection points**

Aisle, shelf, counter, cutting center, and storefront.

7

**store processes**

Technical sales, financing, custom orders, after-sales, continuity, network, and after-hours.



*Teleservice: a person advises, the store sells, and the platform records.*

01 · THE OPPORTUNITY

# The customer arrives ready to buy, and the specialist isn't there

The washer, the financing, or the custom cut gets decided on the spot. Today that decision depends on a specialist being free in that store, on that shift.





# What customers experience in store today, and what changes

| TODAY | WITH PHYGITAL STORE |
| --- | --- |
| The floor associate doesn't know the category's technical specs. | A category expert answers on video, right in the aisle. |
| Installment sales wait for a financing advisor to be available. | A remote financing advisor closes it at the counter. |
| A cutting order depends on one specific operator. | The project expert takes the order and collects payment. |
| At 9:00 PM the store closes and the inquiry is lost. | The storefront and the phone keep serving. |

# Teleservice is neither self-service nor in-store e-commerce

| | Touchscreen | In-store e-commerce | Floor team only | Phygital Store |
|---|---|---|---|---|
| **Who serves** | No one: the customer alone | No one: catalog and cart | Whoever is free | A category expert, on video |
| **Technical product** | Spec sheets and filters | Spec sheets and reviews | Depends on the associate | Live, explained comparison |
| **Financing and insurance** | No | Online form | If an advisor is in store | Remote advisor at the counter, recorded |
| **Custom order** | No | No | If the operator is there | VGO order with measurements, payment, and pickup |
| **Hours** | Store hours | 24/7, no people | Store hours | Expert center hours, storefront included |



*Two models compared by the expert on the aisle Video Kiosk*

02 · THE EXPERIENCE

# Seven moments in a home purchase

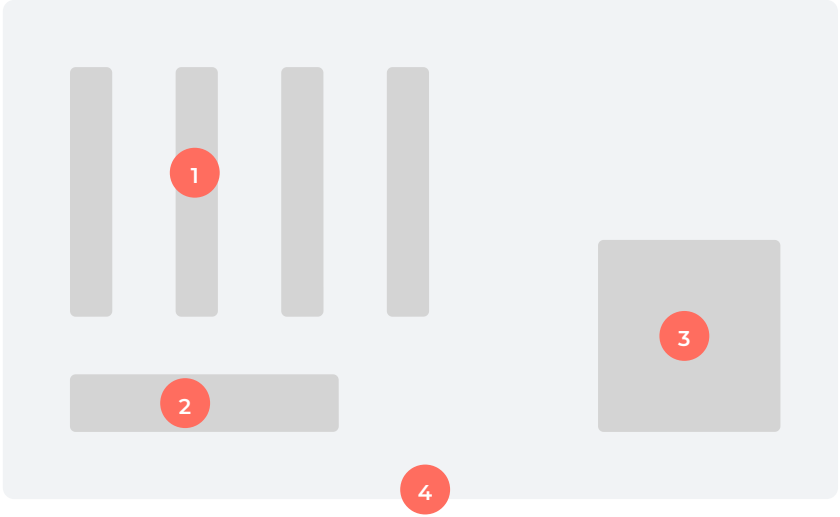
We follow Laura and Andrés as they furnish their first apartment. Each moment calls for a different connection point; the case is always the same.



# Seven moments, five connection points, one case



| Sat · 10:15 AM | Sat · 10:40 AM | Sat · 11:20 AM | Tue · 9:40 PM | Wed · 7:05 PM | Thu · 12:30 PM | Day 30 |
|---|---|---|---|---|---|---|
| **Appliances** | **Financing** | **Custom cut** | **Store closed** | **Installation** | **Pickup** | **After-sales** |
| Video Kiosk | Counter tablet | Cutting tablet | Storefront kiosk | Video on the phone | QR verified | Receipt QR |




*1 Aisle · 2 Counter · 3 Cutting center · 4 Storefront · plus the customer's phone*

**One case for the entire purchase.** Every expert sees the history and the orders: Laura and Andrés never repeat themselves, and each sale is attributed to the point where it started.

MOMENT 1 · SATURDAY · 10:15 AM · APPLIANCE AISLE

# Video Kiosk: comparing two washers with an expert

Pedro, the floor associate, is with another customer. Laura taps the aisle Video Kiosk and a video call opens with Marta, an appliance expert who covers several stores.

**Customer** Torn between two washers: energy use, noise, and capacity for two people.

**Remote expert** Compares both models on screen and recommends one on technical grounds.

**Floor staff** Pedro joins when he's free and walks the sale to the register.

CONNECTION POINT

Video Kiosk with brand content and QR, managed from KMS.

**Result** They decide without waiting for a free associate.



# The customer chooses where the conversation starts



## Video Kiosk in the aisle

For customers standing at the product who want to talk to someone now.



## QR on the shelf

From their own phone, in any aisle: the expert sees which product they scanned.



## Tablet at the counter

When the sale requires a contract: credit, insurance, or an extended warranty.



MOMENT 2 · SATURDAY · 10:40 AM · COUNTER

# Financing at the counter, with a remote advisor

They want to pay over 12 months. There's no financing advisor in store that Saturday, so Pedro connects the counter tablet to Javier, an advisor from the lender.

**Floor staff** Pedro starts the connection on the tablet and stays at the counter.

**Remote expert** Javier verifies identity, explains the terms, and processes the credit.

**Customer** Laura signs on the spot; the transaction is recorded with its metadata.

RECORDING

Video REC only for credit or insurance contracts, with custody and archiving.

**Result** Installment sale closed in store.

# Recording only where there's a contract

**Identity**
Customer verified on the video call

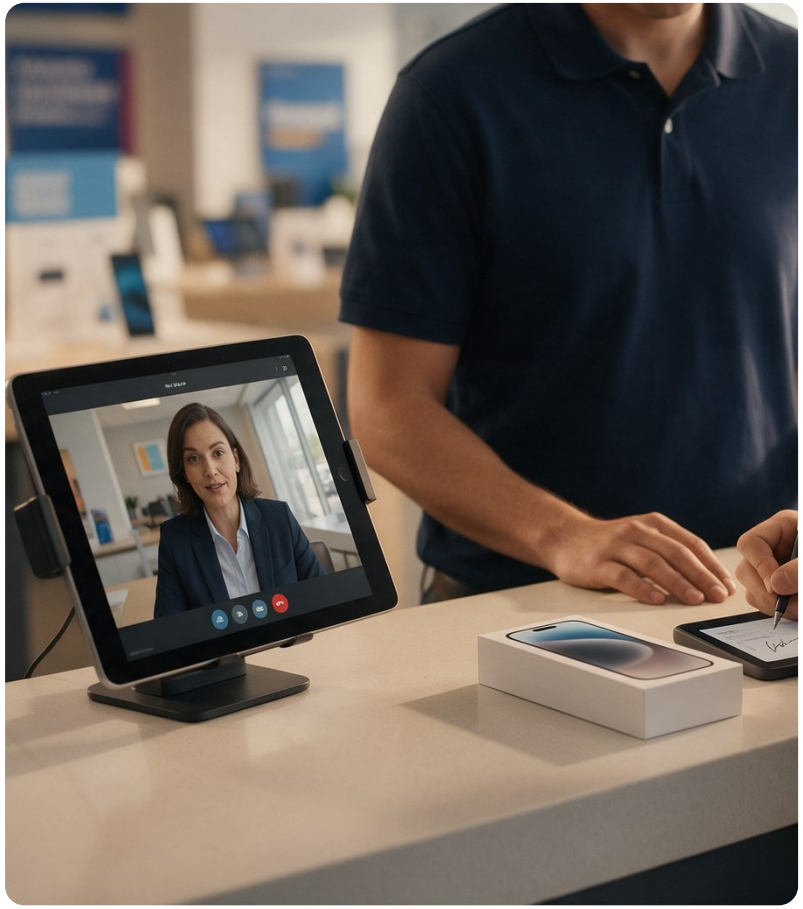
**Terms**
The advisor explains and shares the document

**Signature**
At the counter, on the spot

**Recording**
Video REC with metadata, custody, and archiving

**For the lender** evidence of every contract, with custody and access per its own policy.

**For the store** installment sales no longer depend on an advisor being on shift.



*Recording does not apply to assisted sales or after-sales, only to contracts.*

MOMENT 3 · SATURDAY · 11:20 AM · CUTTING CENTER

# Custom cut: the order is taken and paid for on video

They want a bookcase with boards cut to size. The operator on shift doesn't handle projects, so he connects the tablet to Raúl, a project expert at the expert center.

**Floor staff** The operator connects the tablet and shows the available boards.

**Remote expert** Raúl reviews the measurements with Andrés and creates the priced VGO order.

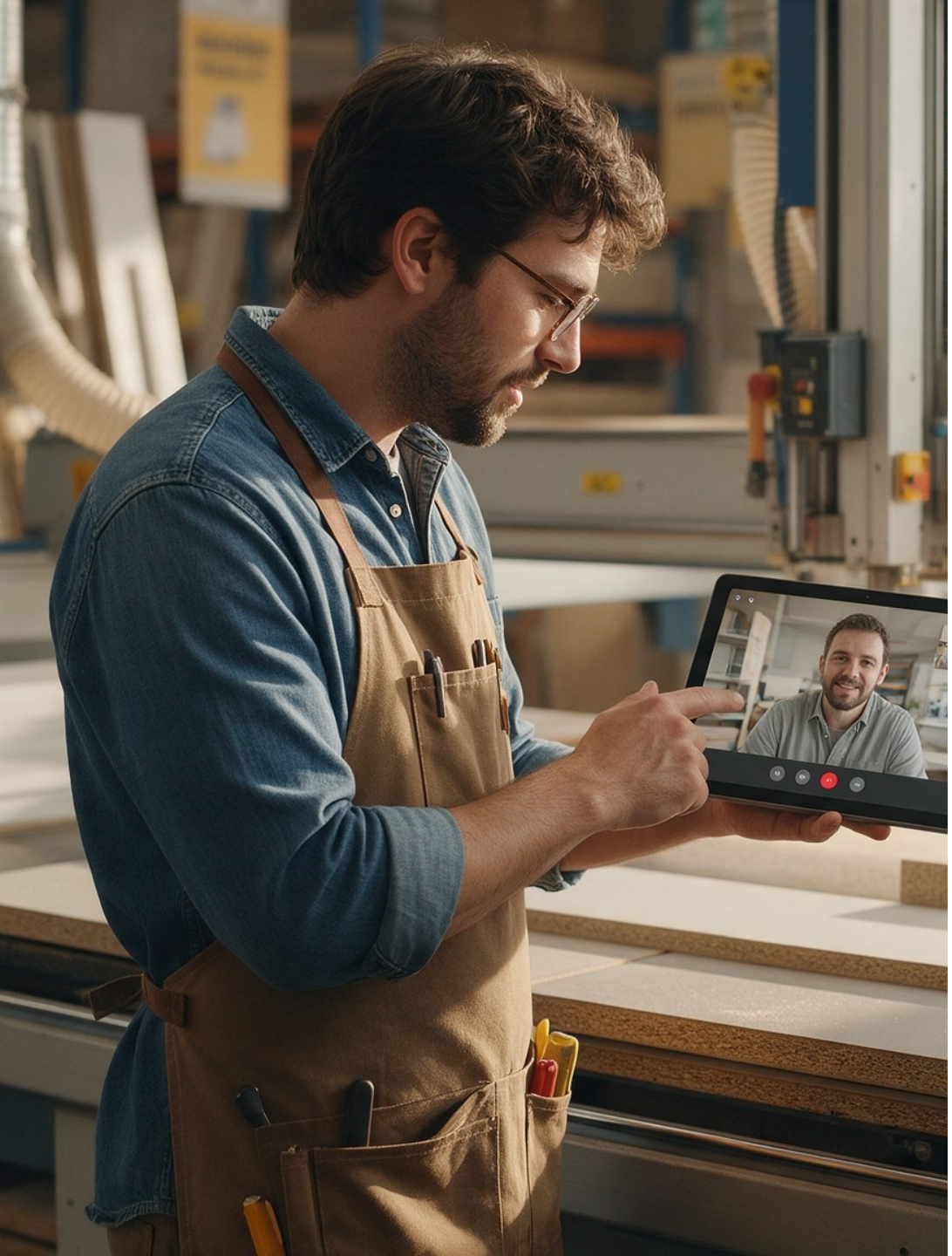
**The system (VGO)** Sends the payment link and pickup notice by SMS and email.

SMS-1 · WHAT ANDRÉS RECEIVES

Your order is ready for payment: bookcase, 6 cuts. Pay and track your order at pwrs.in/o/7Q4K. Code 4821.

**Result** Order paid before cutting.





VGO · CUSTOM ORDER

# Every custom order ends in a paid order

The same flow works for board cuts, kitchen configuration, or in-home installation. The conversation identifies the need; the order captures the exact product.

**Order**
Measurements and price

→

**Payment**
Link by SMS

→

**Preparation**
Cut or order

→

**Pickup**
QR verified

**For the cutting center** payment before cutting, no forgotten orders, and pickup logged in VGO.



MOMENT 4 · TUESDAY · 9:40 PM · STOREFRONT

# Store closed: the inquiry is handled from the street

On their way back from dinner they walk past the store, already closed. The storefront Video Kiosk is still on and connects them with Sofía, on the expert center's night shift.

**Customer** They ask about a living-room TV they saw on Saturday.

**Remote expert** Sofía shows them two options and creates the order for next-day pickup.

**The system (VGO)** Collects payment by link and notifies the store to prepare the order.

SMS-1 · WHAT LAURA RECEIVES

Your order is confirmed: 55" TV. Pick it up starting Wednesday at 10:00 AM with this code: 6170.

**Result** Sale closed while the store was closed.

MOMENT 5 · WEDNESDAY · 7:05 PM · AT HOME

# Installation: the conversation continues on the phone

While installing the washer, a question comes up about the water hookup. Laura opens her order link and resumes the video call from her phone, no app.

**Customer** Shows the water hookup with the phone camera.

**Remote expert** Marta, the same expert from Saturday, sees the case and guides the installation.

**Floor staff** If a technician is needed, the store schedules one with the case already documented.

**Result** No unnecessary service visit: same case, same expert.





MOMENT 6 · THURSDAY · 12:30 PM · PICKUP

# Pickup: the QR verifies the order, paper-free

The cut boards and the TV are waiting at the pickup counter. Luis scans the QR on Andrés's phone and hands over the order.

**Customer** Arrives with the VGO order QR on his phone.

**Floor staff** Luis scans the QR, checks the order, and hands it over.

**The system (VGO)** VGO closes the order and emails the receipt.

EMAIL-6 · RECEIPT

Your order 7Q4K was delivered today at 12:34 PM.
Thank you for your purchase.

**Result** Delivery logged and order closed.

MOMENT 7 · DAY 30 · AFTER-SALES

# After-sales: the receipt QR opens the conversation

A month later, the coffee maker they bought makes a strange noise. Andrés scans the receipt QR and connects with Diego, a technician at the expert center.

**Customer** Shows the appliance on video from the kitchen.

**Remote expert** Diego diagnoses and documents the case in the same conversation.

**Floor staff** If a replacement is warranted, the store processes it with the case already resolved.

**Result** After-sales with no checkout line and no retelling the story.

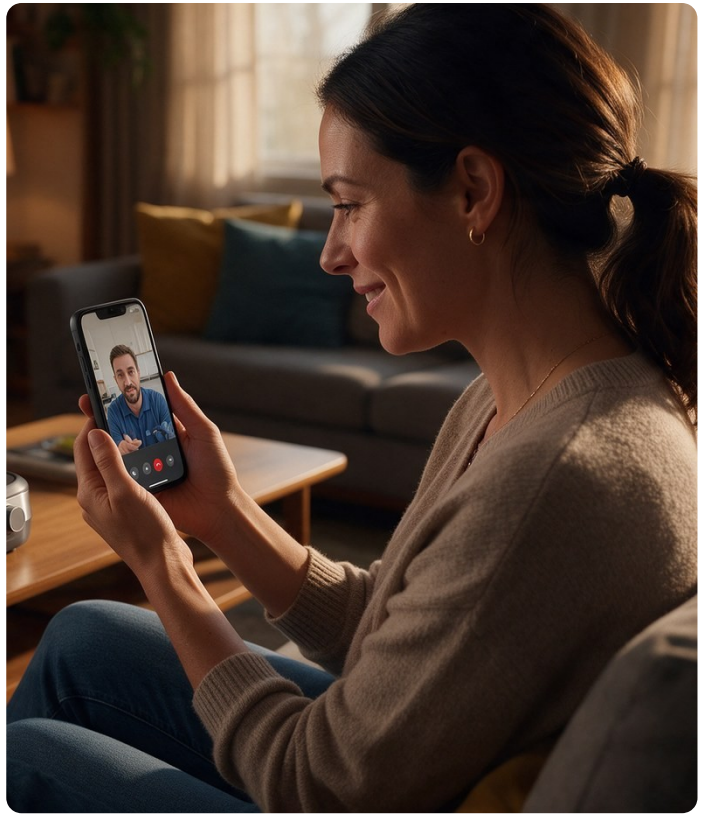


# The same conversation serves more customers



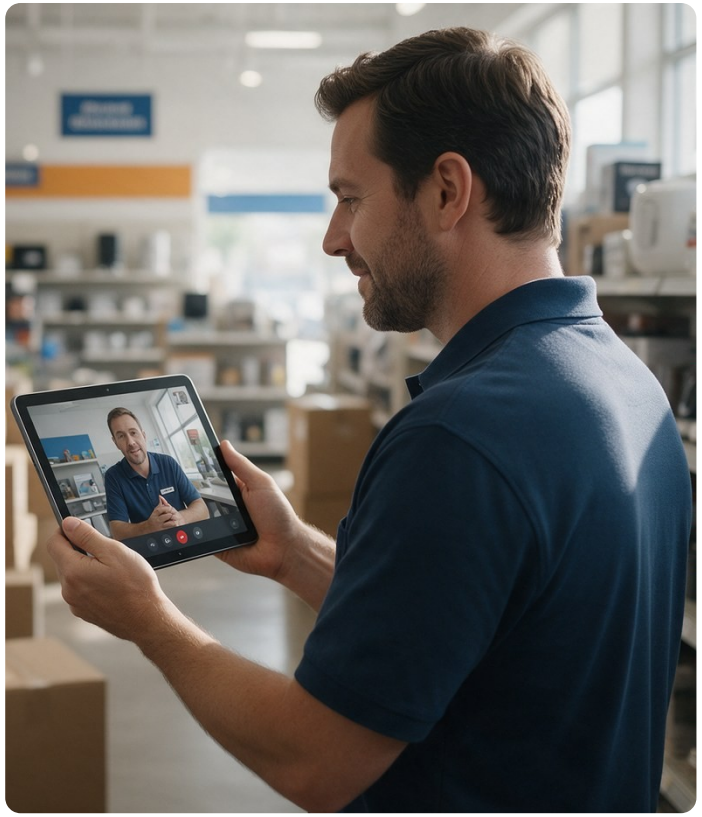
## Accessibility and languages

Sign-language video interpreting or an advisor in the customer's language.



## Before visiting the store

From home, the customer consults the expert and arrives with the decision made.



## New-store teams

The store manager consults the central expert through the same channel customers use.

# Always informed: SMS and email at every order status

| Event | Customer receives | Expert receives | Store |
|---|---|---|---|
| **Order created** | SMS and email with payment link and code | — | Alert on the VGO dashboard |
| **Payment received** | Status updated on the link | Email with amount | Order ready to prepare |
| **Order ready** | SMS with pickup QR | — | — |
| **Delivered** | Receipt by email | — | Delivery logged |
| **Cancellation** | SMS and email; refund to the original payment method | Cancellation notice | Order released |



*Links open the order and the video call in the browser: the customer installs nothing.*

03 · BEHIND THE EXPERIENCE

# People, routing, and an order platform

What the customer experiences as one conversation is, underneath, an expert center, a router that picks the right person, and a system that collects payment, sends notifications, and tracks delivery.



# The customer picks the point; the system picks the expert

| Point | Served by | When it's used | What it solves |
|---|---|---|---|
| **Aisle Video Kiosk** | Category expert | No free associate or no specialist | Compare and decide |
| **QR on the shelf** | Category expert | From the phone, in any aisle | Specs and availability |
| **Counter tablet** | Financing or technical advisor | Credit, insurance, or warranty | Contract and document |
| **Cutting-center tablet** | Project expert | Custom order | Paid VGO order |
| **Storefront kiosk** | Expert center pool | Store closed | Reservation or order |
| **Customer's phone** | The same expert | After the visit | Case continuity |

**Web ACD routes by category and language.** The customer doesn't choose the expert or wait for someone in their store to free up: they join their category's queue.



*QR on the shelf: the expert knows which product the customer is calling from.*



# The floor team isn't replaced; it's extended

### Floor staff

Still runs the store and owns the customer. Serves, hands off when a specialist is needed, rings up, and delivers.

### Remote expert

Covers the category for several stores. Advises, closes the financing, or creates the order.

### Customer

Starts wherever they are, installs nothing, and continues on their phone after leaving the store.

WHERE SERVICE COMES FROM

# Who runs the expert center

The technology is the same in all three models. What changes is who hires, trains, and manages the experts.

### The retailer, with its contact center

Integrates video into its current contact center over SPLIT trunking: Genesys Cloud (Video RTC on AppFoundry), Five9, Talkdesk and similar.

### A contracted BPO

Runs the expert pool with the retailer's scripts, schedules, and targets.

### An operating partner

Provides the expert center as a service (VCCaaS), dedicated or shared.



# One expert connected to several stores at once




CONCURRENT SERVICE RATIO

## 1 : N

One expert covers the category across several stores. The value of N is measured in the pilot.

Inquiries go first come, first served to the next available category expert.

No scheduling or appointments.

If no expert is free, the customer waits in queue or requests a callback.

Web ACD  Your CCaaS

# Three mechanisms to keep from losing the sale

### 1. Escalation with context

If the floor associate can't resolve it, they hand off to the expert with the case open. The customer repeats nothing.

### 2. Recovery call

If an order isn't paid within the configured window, an alert fires and an expert calls to resolve it and resend the link.

### 3. Continuity on the phone

If the customer has to leave, they continue from their phone with the same expert and the same order.

**For management:** no inquiry goes unowned. Every case has an assigned expert, a status, and, if there's a sale, an order.

# Four layers, one platform



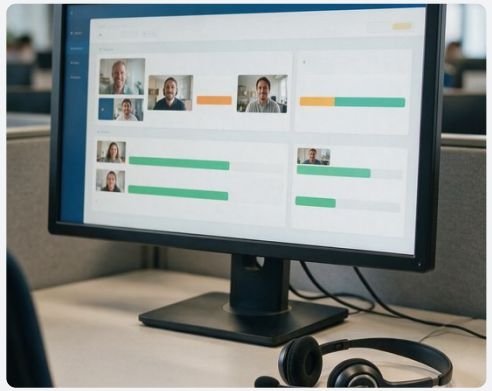
### 1 · Touchpoints

KMS: Video Kiosks with content and QR, tablets, shelf and receipt QR codes



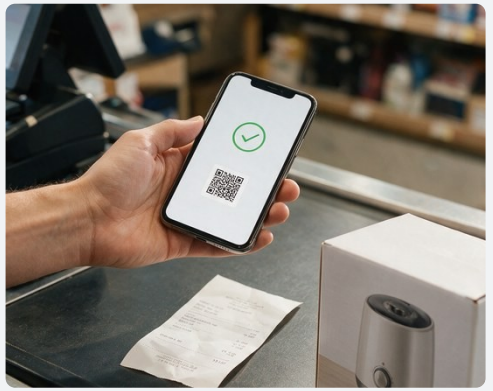
### 2 · Conversation

Video RTC: WebRTC video, voice, and chat in the browser, no app



### 3 · Operations

Web ACD or the retailer's CCaaS (Genesys Cloud and others): queues by category and language, routing, and expert pool



### 4 · Transaction

VGO: order, payment, notifications, and pickup · Video REC for contracts

**Resilience** · Smart IVR connected to the expert center as phone backup. Corporate channel: WhatsApp can be an entry point, not the service channel.

# Security and data control: who guarantees what

INFRASTRUCTURE CERTIFIED BY · AWS

### Data centers and network

Physical security, network, and cloud availability.

### AWS certifications

ISO 27001, SOC 2, and others: held by AWS, not by Interactive Powers.

ATTESTED BY INTERACTIVE POWERS · PLATFORM

### GDPR and HIPAA

Interactive Powers' attestation for its platform.

### Recording only for contracts

Video REC with metadata, for credit or insurance only.

### Custody and archiving

Recording retention and access per the retailer's policy.

### SSO and encryption

Expert access via SSO; media encrypted in transit (WebRTC).

*AWS certifications cover the infrastructure and are not presented as Interactive Powers certifications.*

04 · VALUE AND MODEL

# A channel that creates value for the store, brands, and lenders

The store provides the connection points and the traffic; the experts, the judgment; the platform, the order and the payment.



# Tangible value at every link

## Store management

Technical categories covered in every store without a specialist in each.

Installment sales and custom orders in small stores too.

Metrics by connection point and by category.

## Brands and lenders

Their expert present in every store in the network.

Recorded contracts with custody, only where applicable.

Each sale attributed to its originating point and category.

## Customer

Expert answers without waiting for a free associate.

No app: kiosk, tablet, or their own phone.

The same case from the store to home.

# Network partner: the store as a meeting point




**Retailer** Connection points and store traffic

**Brands** Product experts across the network

**Lenders and insurers** Credit and insurance contracted in store

**Installation and services** Assembly, delivery, and technicians

**Interpreters** Sign language and languages

**Interactive Powers** Platform and technology

*Relationship model to be decided: a traditional sale to the retailer, or a "network partner" model in which the retailer brings in brands, lenders, and insurers.*

WHY PHYGITAL STORE

# Five differences customers notice and management values

**No app** Everything in the browser: kiosk, tablet, or the customer's phone.

**A person, not a menu** A category expert, on video, when the customer asks.

**Every conversation ends in an order** VGO collects payment, notifies, and logs delivery.

**Corporate channel** No personal numbers handed out; WhatsApp at most as an entry point.

**Hardware-agnostic** WebRTC: the retailer chooses the equipment and the vendor.



05 · PILOT

# Measure before promising

One store, one category, and four metrics with a baseline. Targets are set with the store's own data, not industry averages.



# Four metrics for the pilot

### Conversion

Closed sales over inquiries handled by the expert.

### Average ticket

Assisted sale value versus unassisted sale value.

### Coverage

Hours and categories with an expert available, per store.

### Expert utilization

Time in conversation over time logged in.



**Hypothesis to validate:** baseline in the first weeks; targets agreed afterward with store management.

# To launch the pilot

1

## Pilot category and store

One technical category in a store with enough traffic.

2

## Connection points

Aisle Video Kiosk, counter tablet, and shelf QR.

3

## Experts and hours

Who runs the center: retailer, BPO, or operating partner.

4

## Catalog and orders

Products, custom orders, and the lender, if applicable.

5

## Baseline

Measure the four metrics before comparing.

6

## Live demo

Kiosk, expert, order, and payment, end to end.

**Phygital** Store

TELESERVICES DECK · RETAIL

# Start with one store. Measure with your own data.

See it work in a demo: Video Kiosk, expert, order, and payment, end to end.

**Interactive Powers**

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