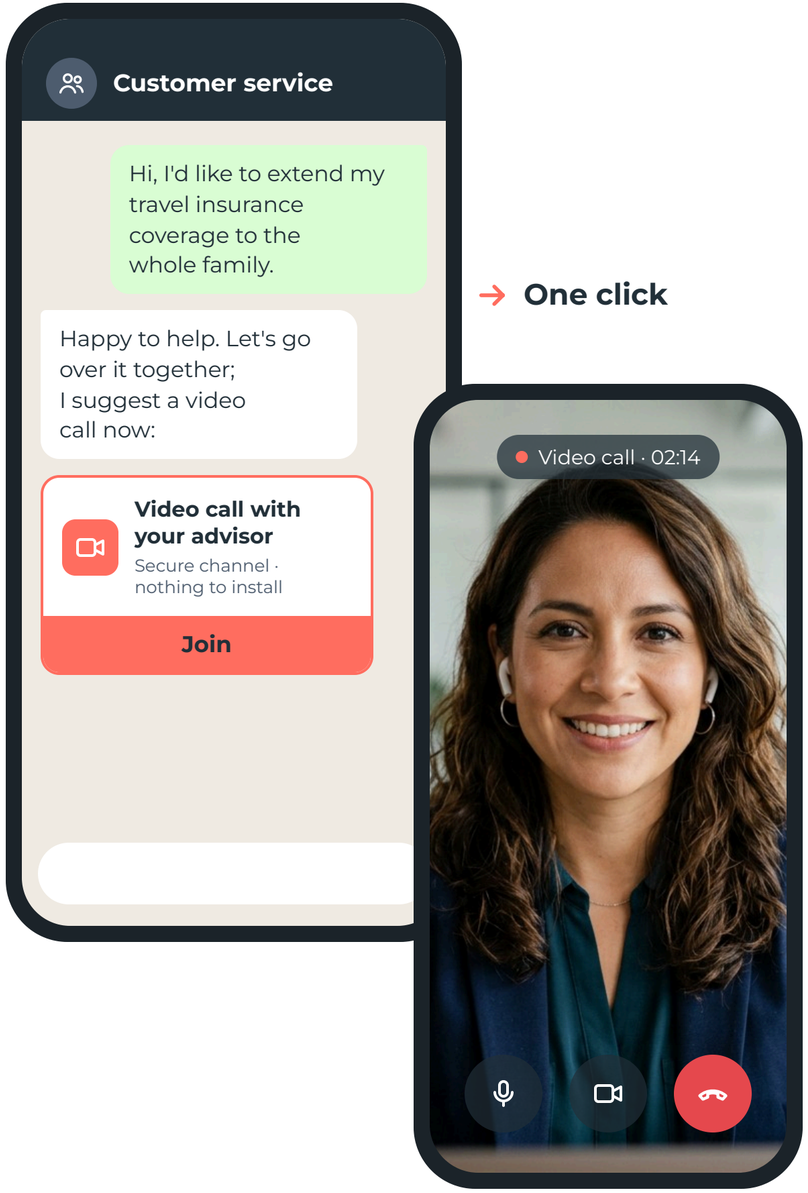
Seamless
Escalation

From chat to the transactional channel: a secure, recorded voice or video call with a person, one click away and without repeating what was already said.

WhatsApp and messaging Web Signature and QR Web call

IntPowers



Staying in the chat has a cost

WhatsApp and other messaging apps are the front door customers prefer. To close a transaction, they are not the right channel.



Operational security and privacy

Personal data, photos of documents and terms pass through a third-party platform and personal phones, outside the company's control.



Regulatory compliance

In banking, insurance and the public sector, the conversation must be retained, audited and added to the case file. A consumer chat isn't designed for that.



Cost per message and per minute

WhatsApp Business charges per message and per call minute. Every written clarification makes the case more expensive.



Conversations that don't close

A complex question turns into dozens of short messages, and moving to the phone means starting over.

Leaving the channel is necessary.
The point is to do it without losing the customer: one click to a secure, recorded channel of your own.

A line, a line with tone, a scene

01

TEXT

1D · Textual communication

A line: it carries data but loses tone, doubt and urgency. Every clarification is another message and another wait.

02

VOICE

2D · Verbal communication

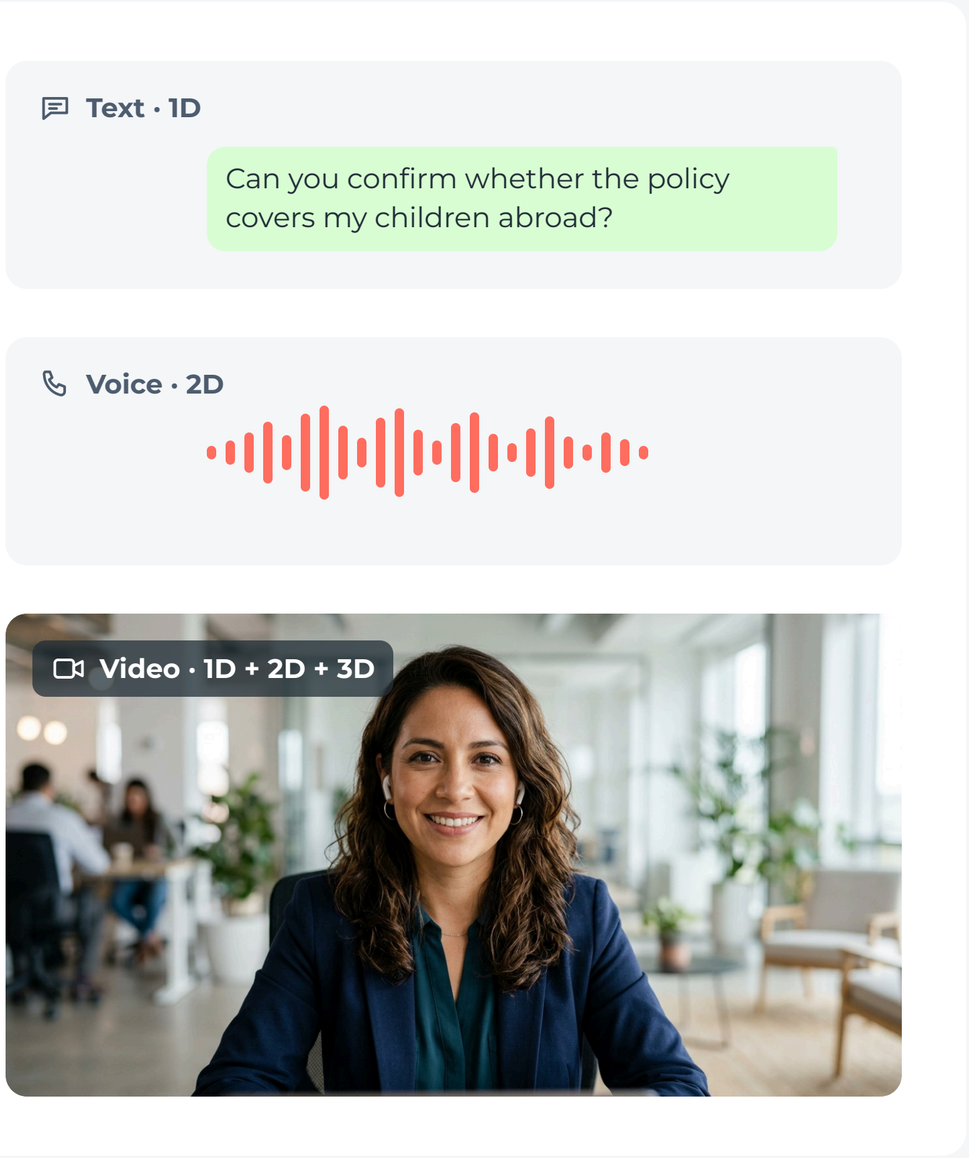
A line with tone: it adds rhythm and intent, and question and answer cross in real time.

03

VIDEO

1D + 2D + 3D · Visual communication

A scene: it brings text and voice together and adds the face, the gesture and what is shown, such as a document or a signature. This is where the trust to close is built.



The concept

Leave the chat. Elevate the conversation.

Seamless Escalation takes the conversation out of messaging the moment it becomes sensitive or complex: one click to a voice or video call on the company's own channel, encrypted, recorded and with a person who already knows the case.

Your own channel | Encrypted and recorded | No app, no phone number

Write
The customer asks through the channel they already use.

Tap
They receive a link or a button and leave messaging for the secure channel.

Talk
They speak or meet face to face with a person, with the session recorded.



The inquiry starts in the chat and closes in the transactional channel

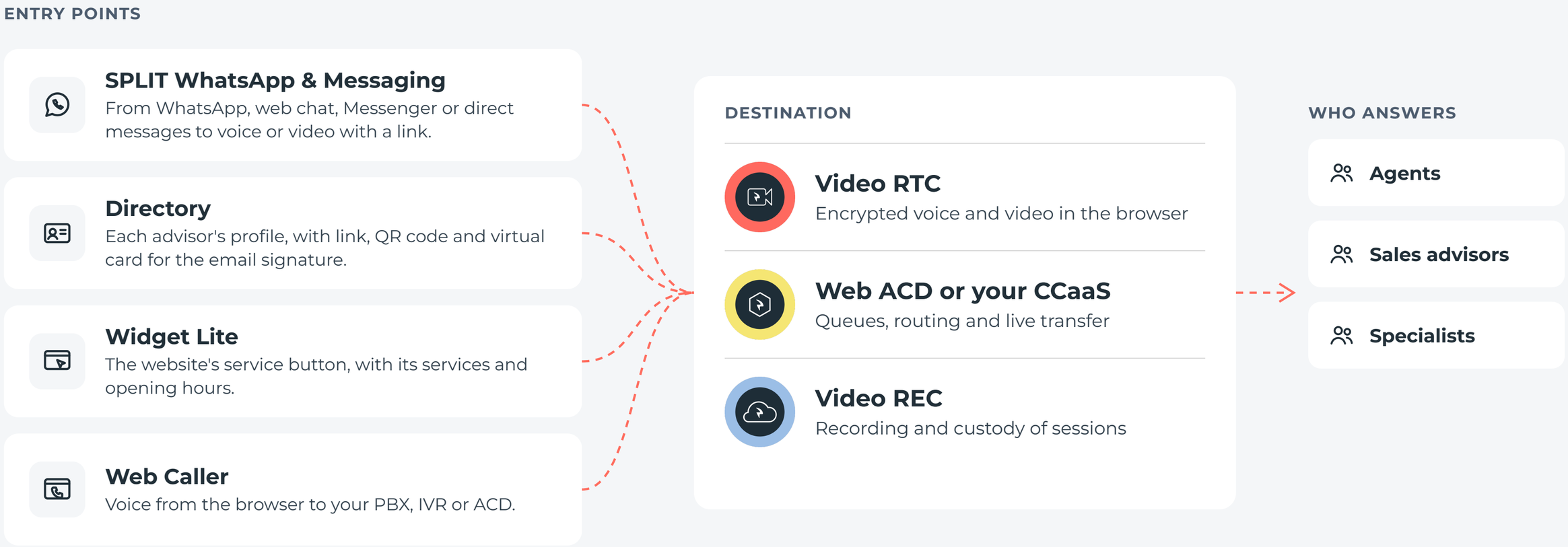
What changes when you elevate the conversation

	IN MESSAGING	IN THE TRANSACTIONAL CHANNEL
Customer data	On a third-party platform	On the company's channel, encrypted in transit
Record	Chat history on phones	Voice and video recording with custody, linked to the case
Identity	A phone number or a username	Live verification, with the ID document on camera
Cost	Per message and per call minute	No messaging cost per message or per minute
Who answers	Whoever had the chat open	Queues, routing and live transfer to the specialist
Dependency	A single channel, owned by a third party	Your own channel, from any app, the web or a QR code

Messaging is still the front door. What changes is where the part that matters happens.

Four entry points, one destination

Each written or digital touchpoint has its own way out to the secure channel. They all reach the same contact center, with its queues, rules and recording.

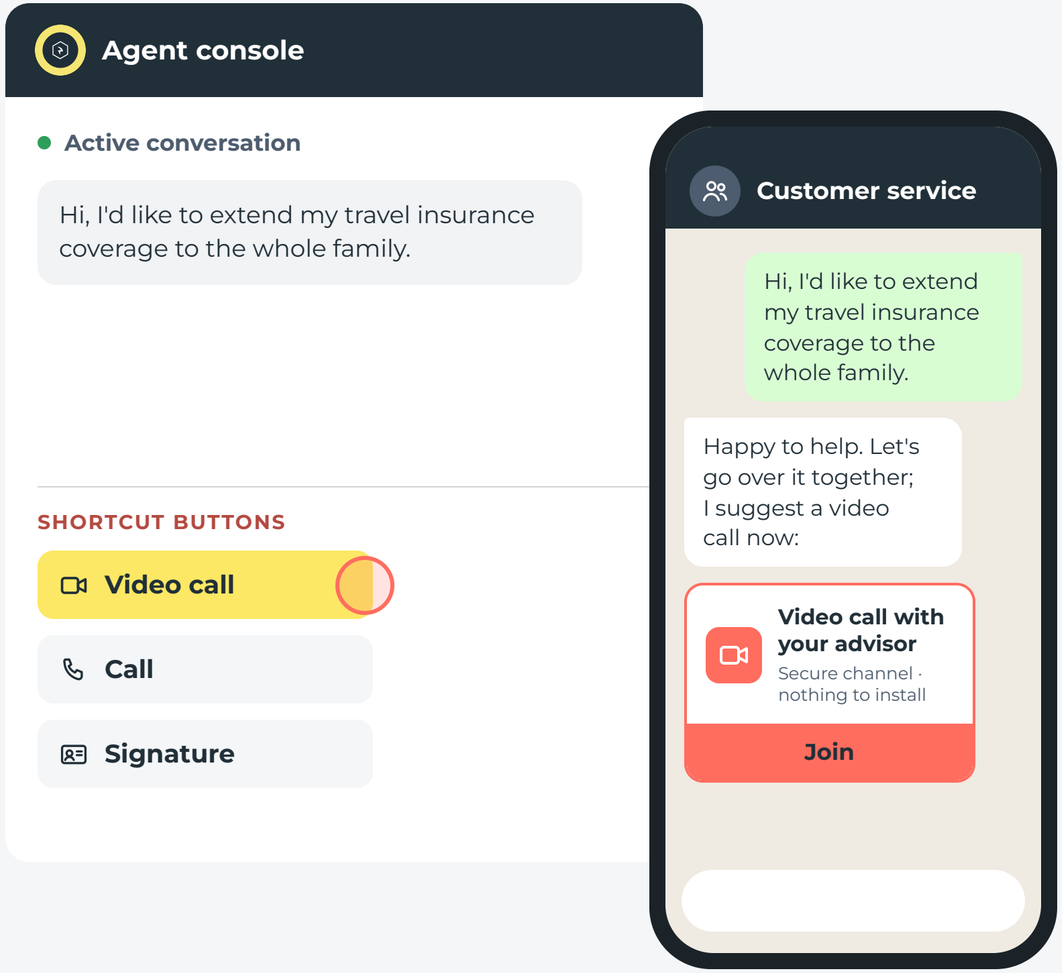


VCCaaS · Video Contact Center as a Service. Run by your team or ours, with the same model and no infrastructure to deploy.

From chat to the secure channel

SPLIT doesn't touch the WhatsApp integration or use its APIs: it adds a way out. The agent or the bot sends a link and the conversation continues by voice or video, on the company's channel.

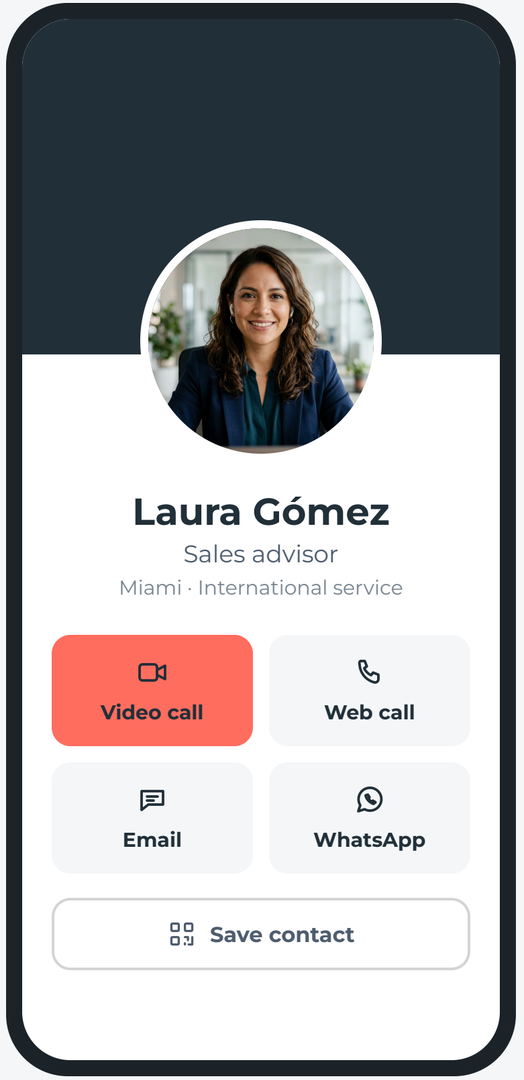
- WhatsApp, web chat, live chat, Messenger and social media direct messages
- Shortcut Buttons in Web ACD: the agent sends the link without leaving the console
- SPLIT Forward: a link in a Flow form or a bot reply leads to a queue
- SPLIT widget for Genesys Cloud



Each advisor's digital contact card

A page with your sales or service team. Each person has a profile with all their channels, and customers choose how to reach them without looking for a phone number.

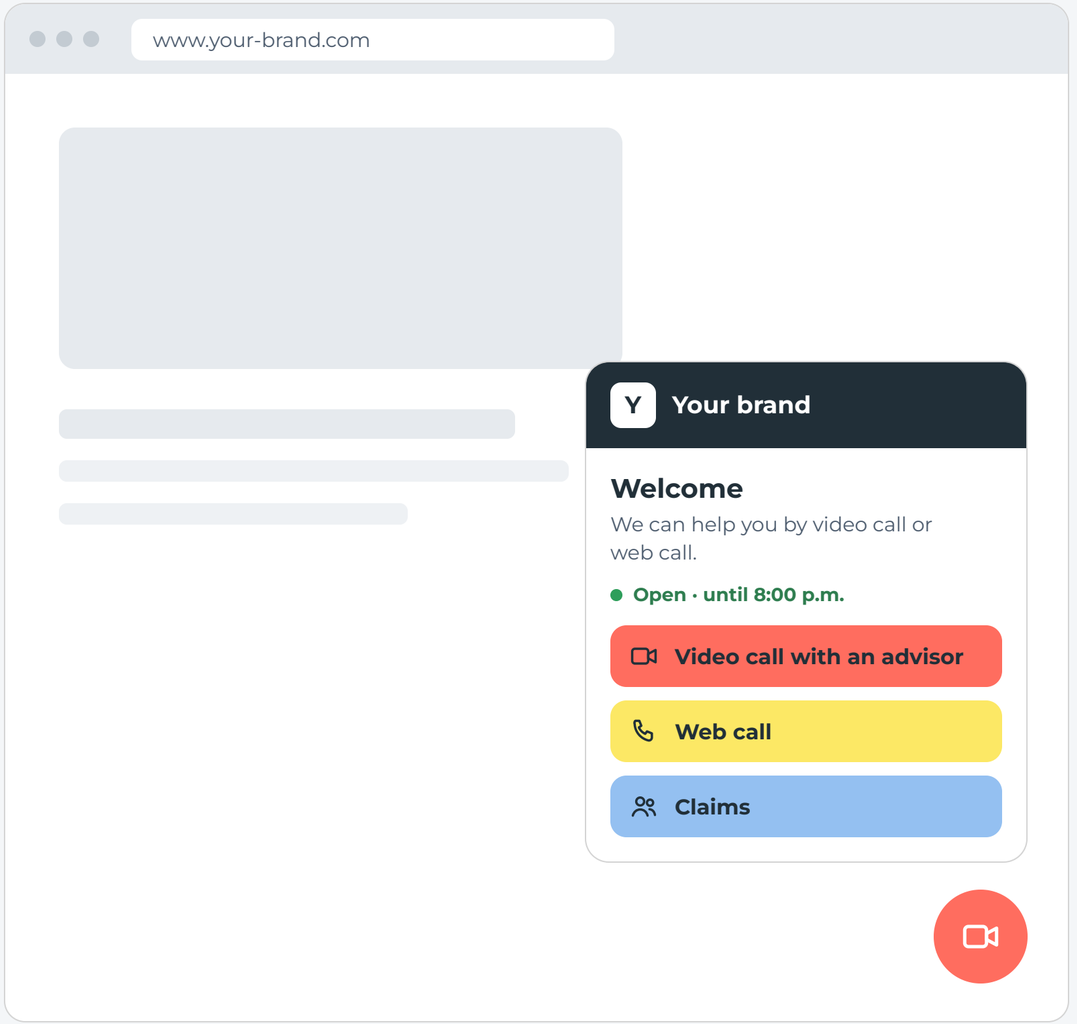
- Own link, QR code and virtual card (vCard) for the customer's contacts
- For the email signature, the printed business card or the customer's address book
- Web voice and video come in through Video RTC and Web ACD
- Configured with a file: add a person and their profile appears



The service button on your website

A floating button added to any website with one line of code. It opens a panel with your brand, your services and your hours, and connects visitors to the contact center without leaving the page.

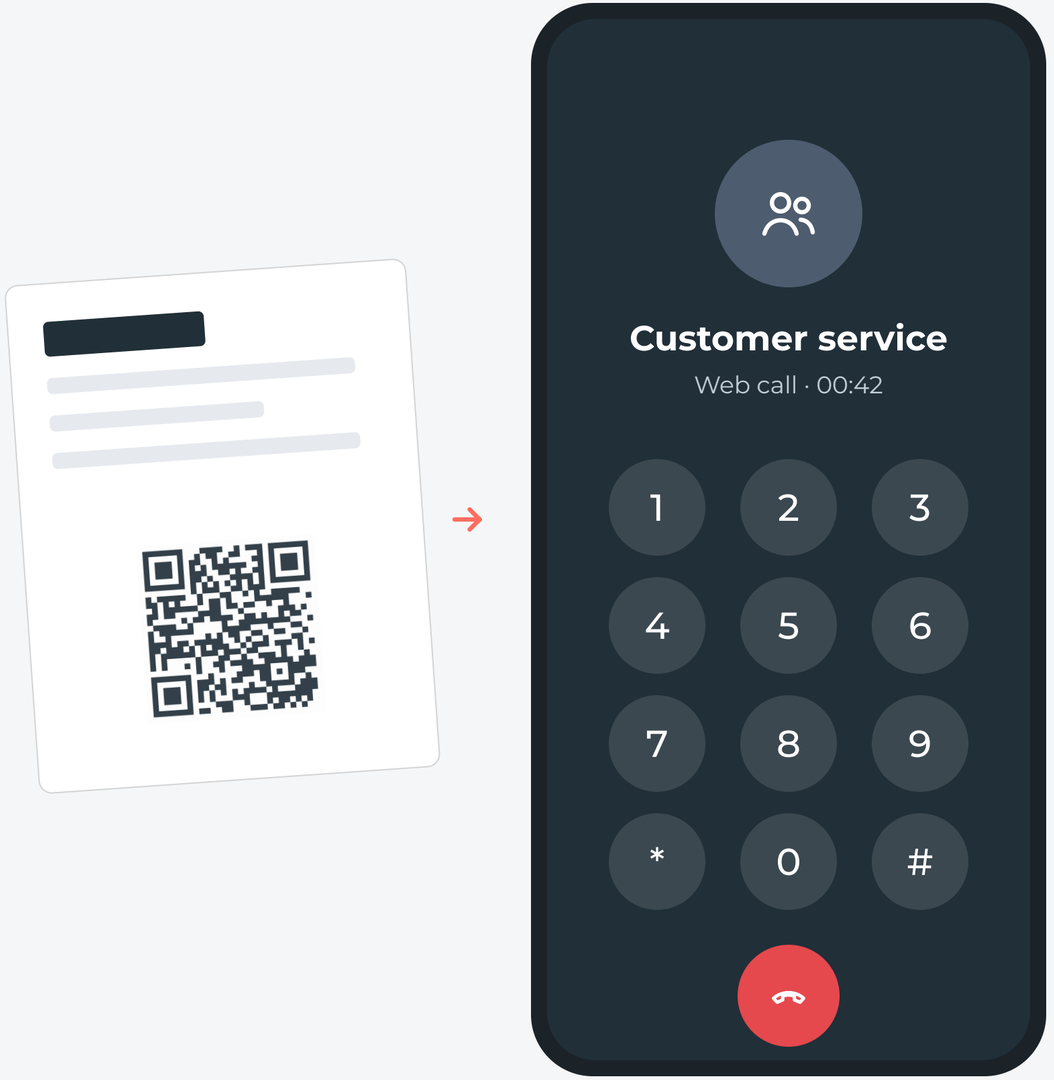
- One button per service: video call, web call or each service area
- Hours control: open, closing soon or closed, with its message
- The conversation happens inside the panel, in a tab or in a window
- Reaches Web ACD or your integrated contact center suite



A voice call from the browser

A button on the website, a link or a QR code opens a voice call in the browser. For your telephony it is just another inbound call, with its queues and rules.

- QR access from a bill, a poster or a screen
- Voice travels encrypted over WebRTC and enters your PBX, IVR or ACD via SIP
- DTMF keypad to choose options in the IVR menu
- Callers install nothing and don't share their phone number



The destination

Where the conversation is closed

Web ACD

Queues, routing and live transfer to the specialist. It is touch-enabled: advisors work from a tablet or a 2-in-1, on the move too.

Live identity verification

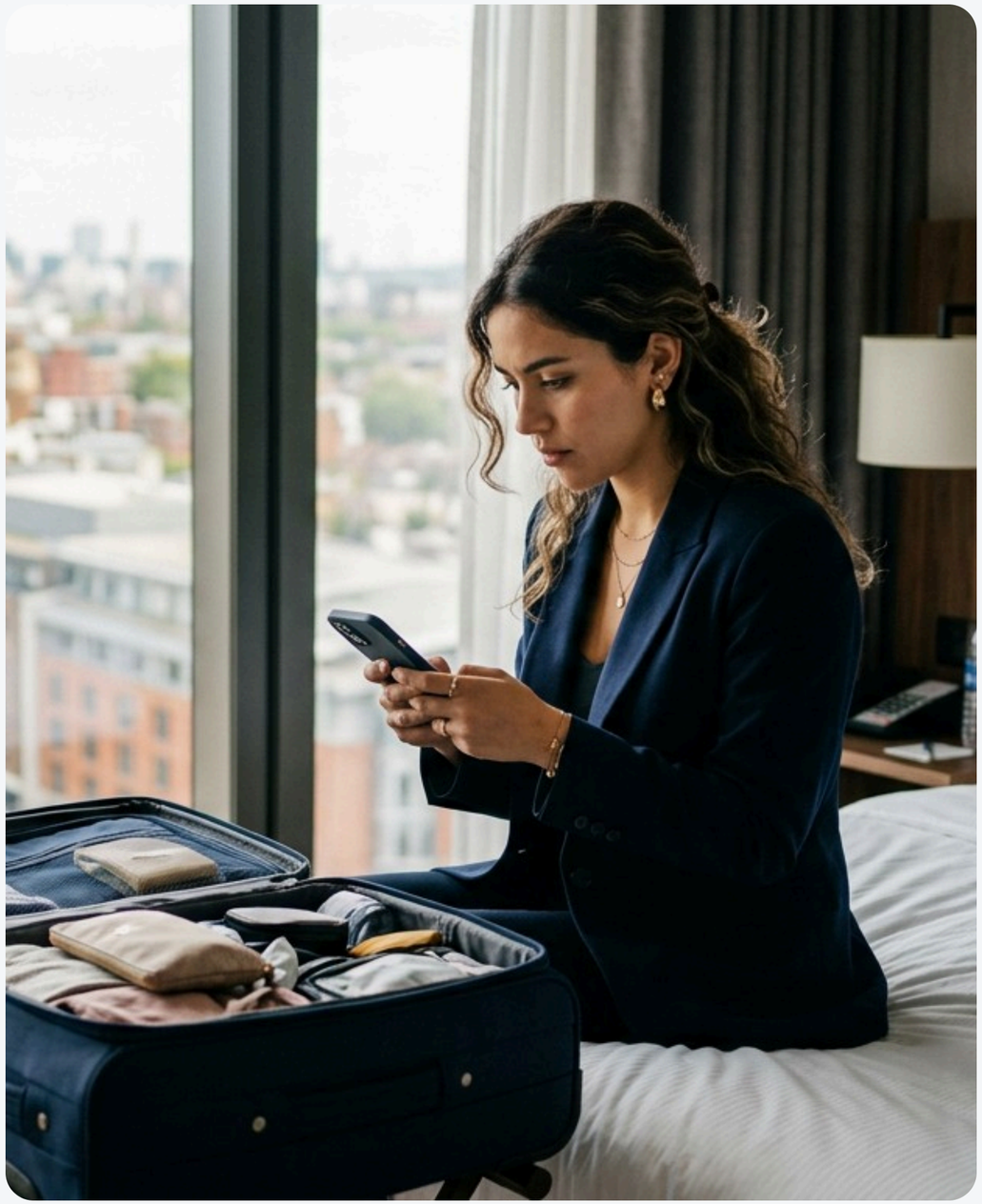
The advisor visually confirms the customer and their ID document on camera, within the same session.

Video REC

Bank-grade recording, with custody and linked to the case, in line with each company's policy.



Web ACD on a tablet: advisors serve customers wherever they are



Journey 1 · Banking

From the advisor's WhatsApp to a verified video call

01 **Writes**

A customer living abroad messages her advisor on WhatsApp to extend a product.

02 **Leaves the chat**

The advisor taps a Shortcut Button in Web ACD and sends her the link in the same chat.

03 **Verifies**

On the video call, she shows her ID document on camera and they review the terms together.

04 **Closes**

The session is recorded and linked to the case. If needed, it is transferred live to a specialist.

With **SPLIT WhatsApp & Messaging** **Web ACD** **Video REC**



Journey 2 · Insurance

From a claim by chat to a video inspection

01 Files a claim

A customer messages the insurer on its messaging channel after a minor car accident.

02 Leaves the chat

The bot flow replies with a SPLIT Forward link to the claims queue.

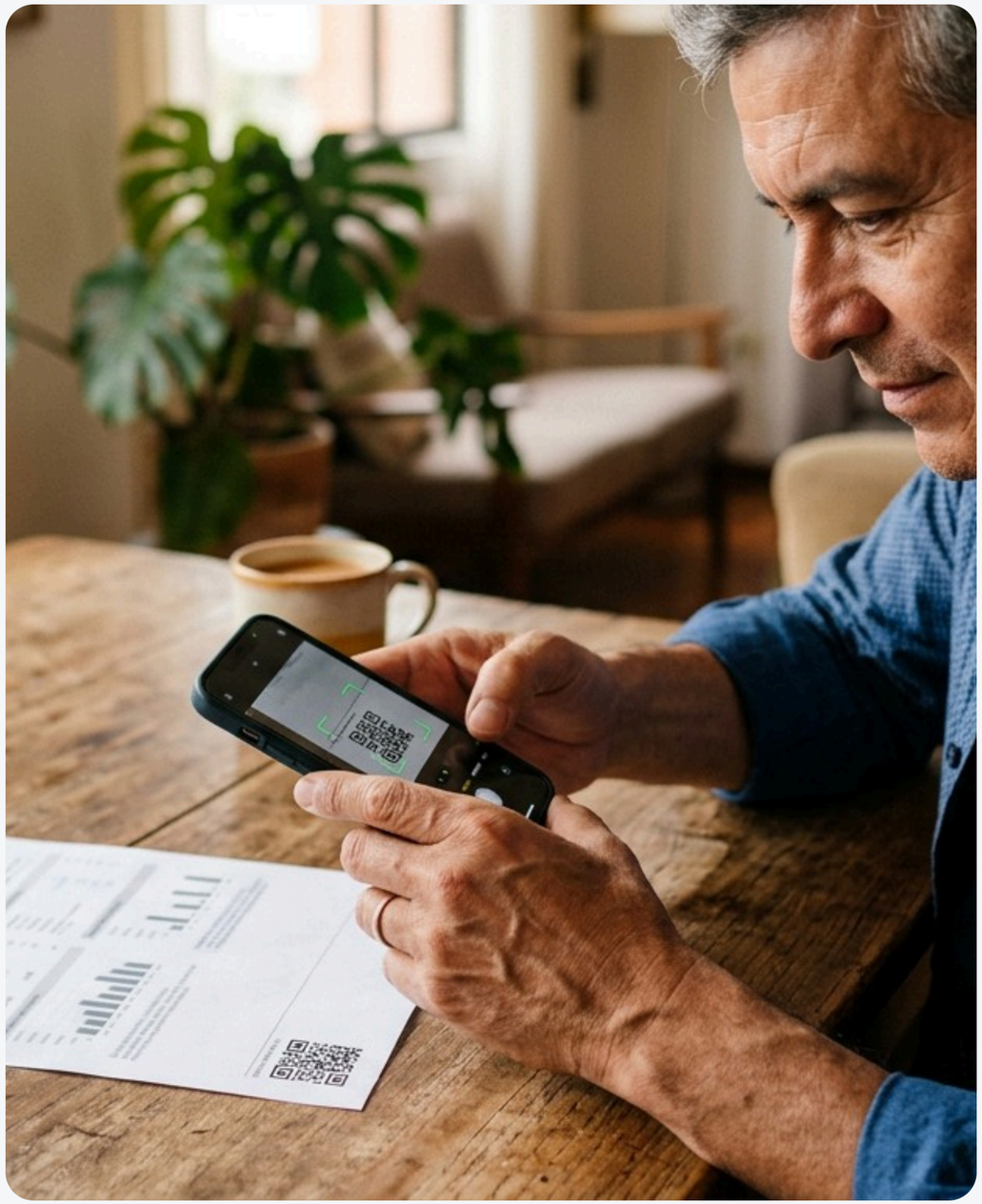
03 Shows

With the phone camera, he shows the damage to the claims handler, live and with nothing to install.

04 Documents

The video call is recorded and linked to the claim file.

With **SPLIT Forward** **Web ACD** **Video REC**



Journey 3 · Utilities and public sector

From the QR code on the bill to a person

01 **Scans**

A customer scans the QR code printed on the bill with a phone.

02 **Calls**

Web Caller opens a voice call in the browser, without sharing a phone number.

03 **Chooses**

The call enters the company's IVR and he selects an option on the keypad.

04 **Gets served**

An agent answers from the assigned queue, on the usual phone or desktop.

With **Web Caller** **Your PBX, IVR or ACD**

Integration

It fits the contact center you already have

Seamless Escalation doesn't replace your service platform: it adds the secure way out to voice and video.

Web ACD

Interactive Powers' complete video contact center, with queues, transfer and recording.

Genesys Cloud

SPLIT widget for Genesys Cloud. Genesys AppFoundry Premium Partner since 2019.

Your PBX, IVR or ACD

Web Caller delivers the call over a SIP trunk or by forwarding to a number.

Other suites

Works alongside Cisco, Avaya, Five9 or GoContact, among others.

VCCaaS · Video Contact Center as a Service. Run by your team or ours, with the same model and no infrastructure to deploy.

Run by your team or ours

VCCaaS · Video Contact Center as a Service

A managed service, with no deployment on your network. Advisors, supervisors and specialists work with a browser and an Internet connection: no heavy client, no dedicated workstation.

The same model for every entry point

SPLIT, Directory, Widget Lite and Web Caller reach the same queues, with the same recording and transfer rules.

24/7

Shifts or an outsourced service to cover any time slot

1 : N

One team serves every entry point



VCCaaS advisor serving customers from the browser

The channel you can audit

The conversation that leaves messaging enters an environment designed for banking, insurance and the public sector.

Encryption in transit

Voice and video travel encrypted over WebRTC, from the customer's browser.

Per-customer isolation

Data segregated by company. Interactive Powers does not access end users' data.

Live verification

The ID document on camera is a direct barrier against impersonation.

Traceability

Recording, logs and metadata for every session, in line with each company's policy.



Interactive Powers

GDPR · HIPAA

AWS infrastructure

ISO 27001 · SOC 2
PCI-DSS

The ISO 27001, SOC 2 and PCI-DSS certifications belong to the AWS infrastructure. The full security dossier is available under NDA.

Where leaving the chat matters

Banking

Onboarding, product upgrades and transactions with identity verification and bank-grade recording.

Insurance

Claims, inspections and renewals, with the evidence linked to the file.

Public sector

Procedures with identification and records, without asking for data over a consumer chat.

Healthcare

Guidance and follow-up with privacy, away from personal messaging.

Travel and services

Assisted sales and service for customers abroad, without relying on a local number.

Utilities and telecom

Billing and faults from the QR code on the bill, straight to the IVR.

The building blocks of escalation and their materials

Each entry point has its own product and documentation to go deeper with the customer or partner.

SPLIT WhatsApp & Messaging

Secure way out from WhatsApp and any messaging app to voice or video.

Materials

- Overview video
- General sales deck
- Technical sheet and Genesys Cloud widget

Directory

Each advisor's digital contact card, with link, QR code and vCard.

Materials

- User and configuration guide

Widget Lite

Service button on the website, with services and hours.

Materials

- User and configuration guide

Web Caller

Voice call from the browser to your PBX, IVR or ACD.

Materials

- LONG and SHORT brochures
- User guide

Web ACD and VCCaaS

The video contact center where customers are served, transferred and recorded.

Materials

- Shortcut Buttons for Web ACD
- Web ACD, Video RTC and Video REC brochures
- Hybrid Telepresence (VCCaaS)

To decide

Six decisions to get started

Which conversations leave the chat
Those that require personal data, documents, a signature or a complex explanation.

Through which entry points
Messaging, web, advisors' signatures or printed QR codes. You can start with one.

Who answers
Your team, a partner's team or the VCCaaS service.

What is recorded and how long it is kept
According to the company's policy and industry regulation.

How identity is verified
ID document on camera and the steps each transaction requires.

On which platform
Web ACD or your current contact center.

Start with one case, measure and expand

01

Choose

One type of conversation and one entry point, with a small team of advisors.

02

Activate

Link, queues and recording configured in Web ACD or on your platform, with your brand.

03

Measure and expand

Conversations elevated, resolved and transferred. With the data, add entry points and teams.

No custom development: SPLIT, Directory, Widget Lite and Web Caller are configured, not programmed.

Let's talk about your case

We analyze which conversations in your operation should leave the chat, through which entry points, and with what level of recording, verification and integration with your contact center.

Interactive Powers

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