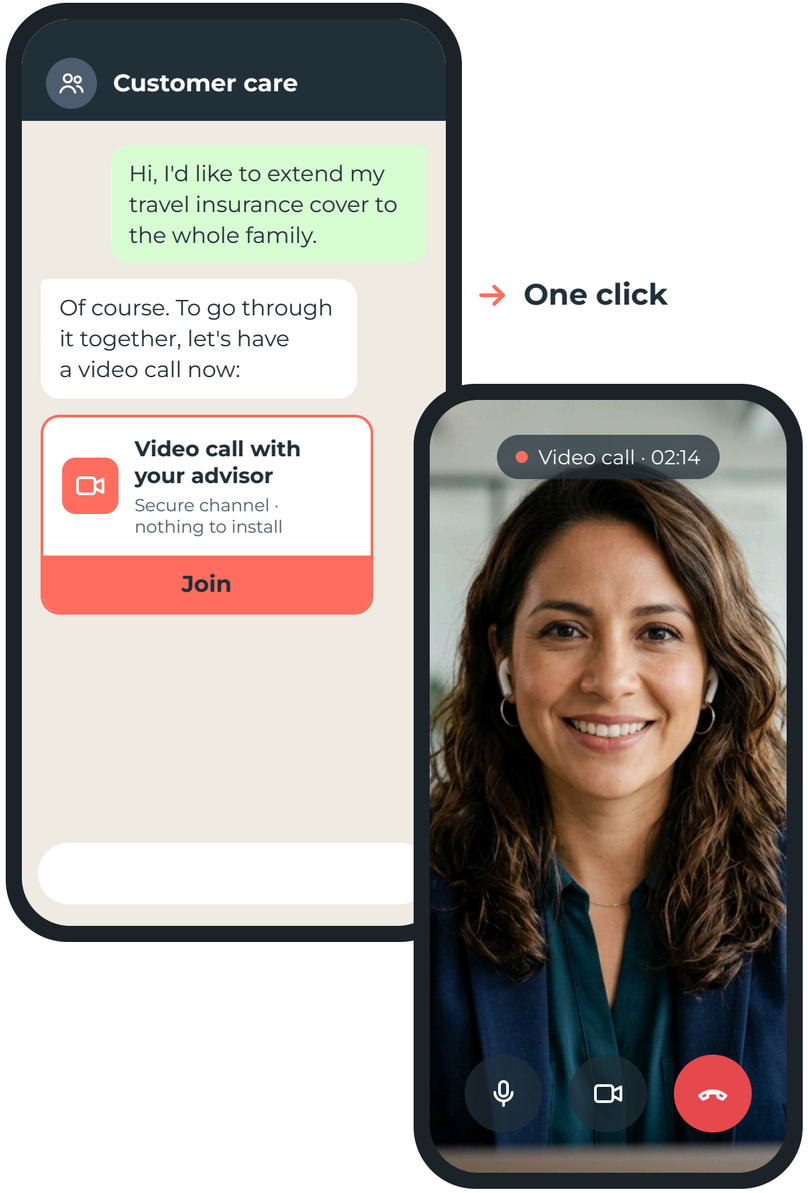
Genesys AppFoundry Premium Partner

Seamless **Escalation** for Genesys Cloud

From chat to the transactional channel: a secure, recorded voice or video call that enters Genesys Cloud and is routed by Architect, in one click and without repeating what was already said.

- WhatsApp and messaging
- Web Messaging
- Signature and QR
- Web call

IntPowers × GENESYS™



Staying in the chat has a cost

Genesys Cloud already receives WhatsApp, Web Messaging and other messaging channels in its queues. They are the entry point customers prefer; to close a transaction, they are not the right channel.



Operational security and privacy

Personal data, photos of documents and terms go 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 kept in custody, audited and attached to the case file. A consumer chat is not built for that.



Per-message and per-minute cost

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



Conversations that don't close

A complex query turns into dozens of short messages, and moving to the phone means starting from scratch.

Leaving the channel is necessary.
The point is to do it without losing the customer or leaving Genesys: one click to an owned, secure and recorded channel.

A line, a line with tone, a scene

01 TEXT

1D · Written communication

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

02 VOICE

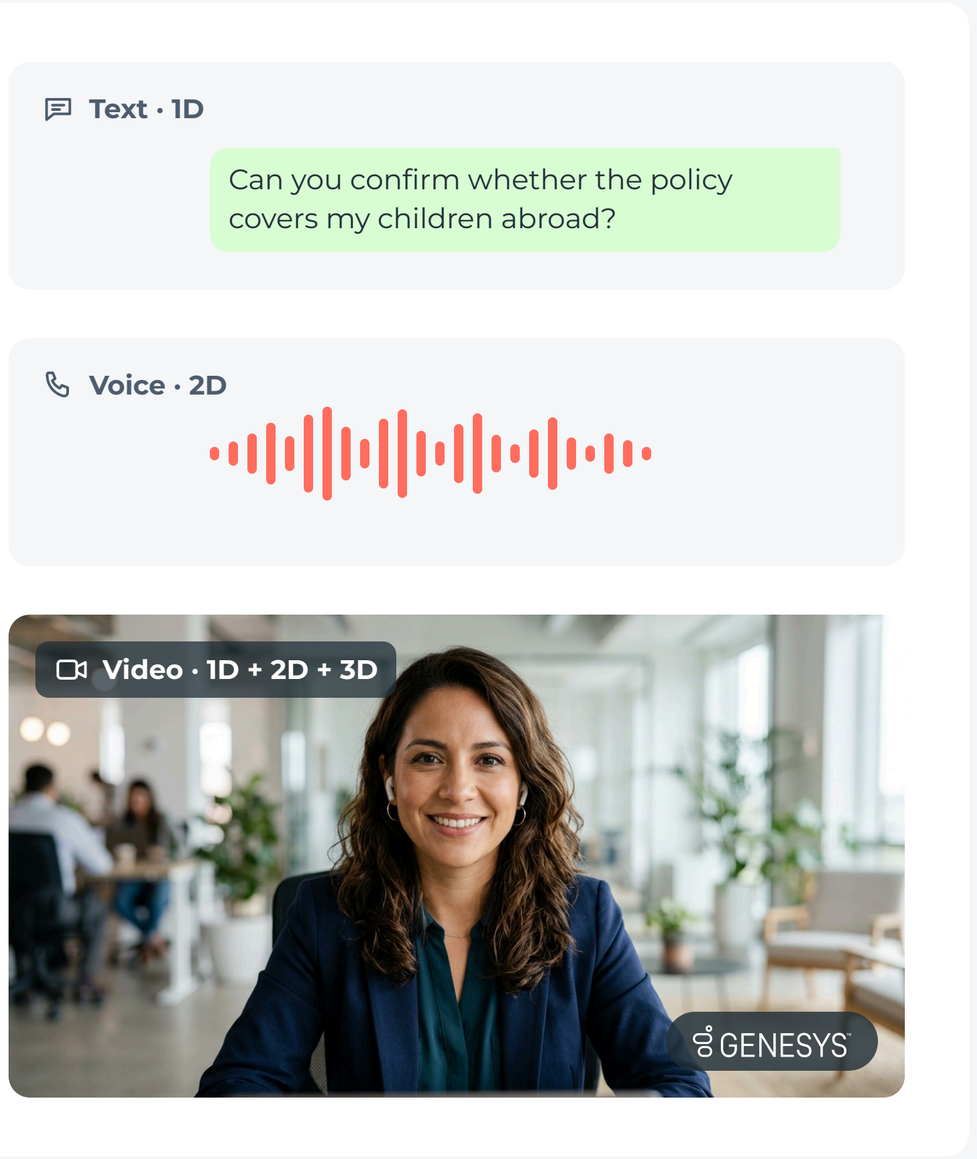
2D · Spoken communication

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. It 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: in one click, to a voice or video call that enters Genesys Cloud as one more interaction, encrypted, recorded and with a person who already knows the case.

Routed by Architect | 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 Genesys agent, with the session recorded.



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

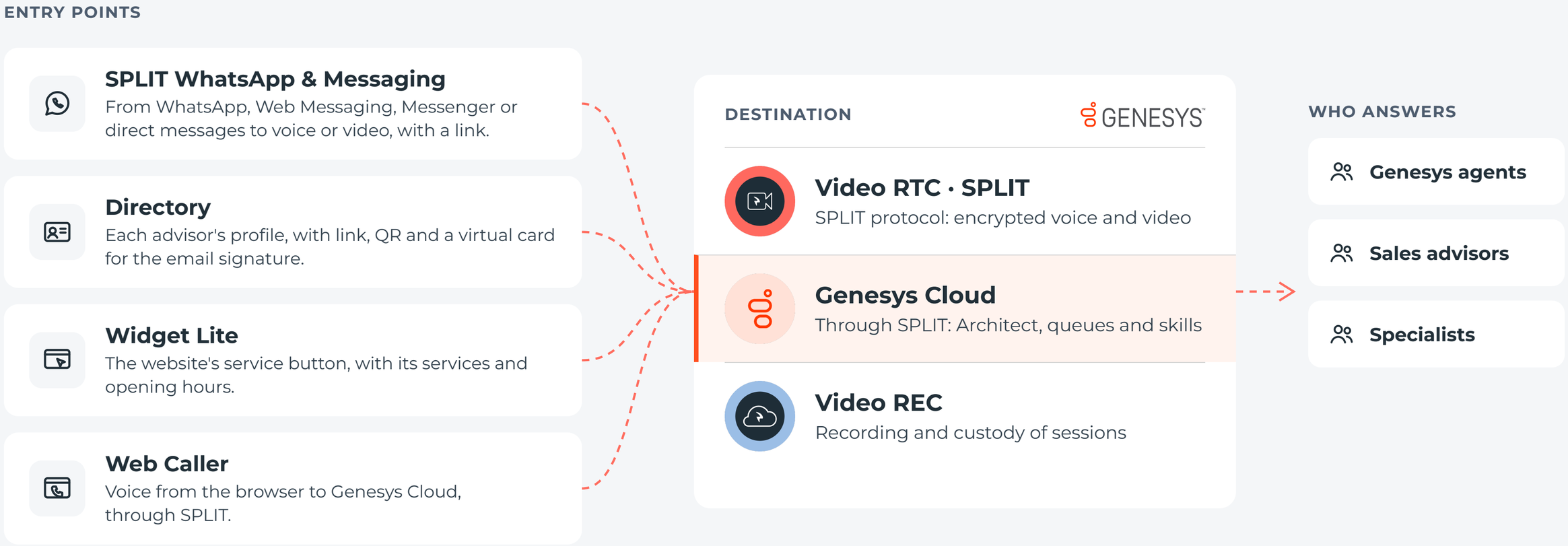
What changes when the conversation is elevated

	IN MESSAGING	IN GENESYS CLOUD, WITH SPLIT
Customer data	On a third-party platform	In the company's channel, encrypted in transit
Record	Chat history on phones	Voice recorded in Genesys; video in custody in Video REC
Identity	A phone number or a username	Live verification, with the 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	Architect: queues, skills and live transfer
Dependency	A single channel, owned by a third party	An owned channel, from any messaging app, web or QR

Messaging remains the entry point in Genesys Cloud. What changes is where the part that matters happens.

Four entry points, one destination

Every written or digital touchpoint has its own way out to the secure channel. All of them reach Genesys Cloud through SPLIT, with their Architect flows, queues and supervision.



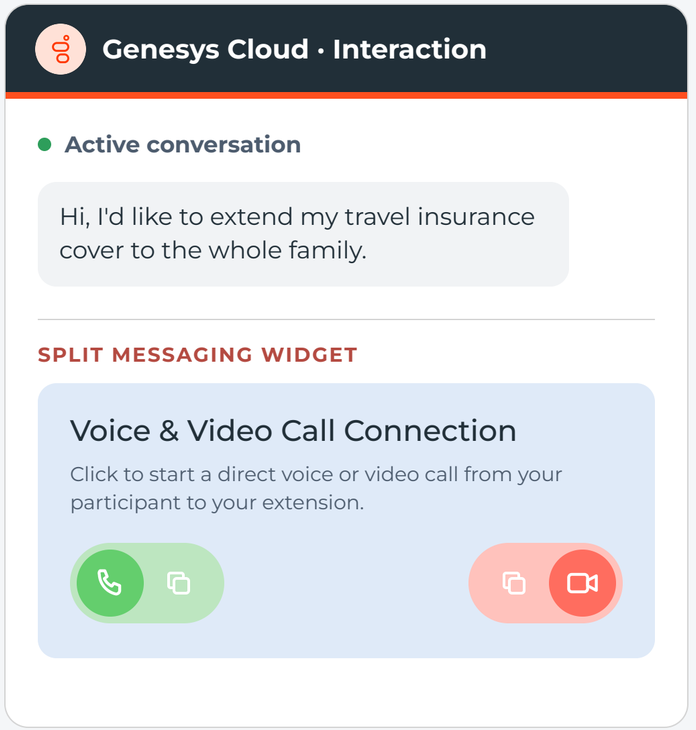
One single interaction in Genesys Cloud. Video is negotiated over WebRTC; routing, supervision and reporting stay in Genesys.

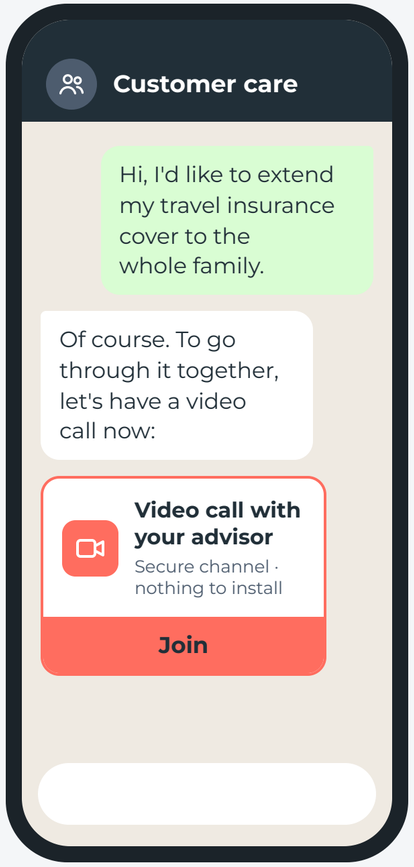
The way out, inside the Genesys interaction

SPLIT does not touch the WhatsApp integration in Genesys Cloud or use Meta's APIs: it adds a way out. The agent or the bot sends a link and the conversation continues in voice or video, as a call routed by Architect.

- WhatsApp, Web Messaging, Messenger, SMS and social networks. WhatsApp Calling gives voice, not video: SPLIT gives both
- SPLIT Messaging widget in the interaction panel: the agent sends the link without switching tools
- SPLIT Forward: the link in a Flow form or in a bot reply leads to a Genesys queue
- SPLIT Reverse: the agent creates the room and sends a short link with PIN by SMS, WhatsApp or email

Arrives in GENESYS





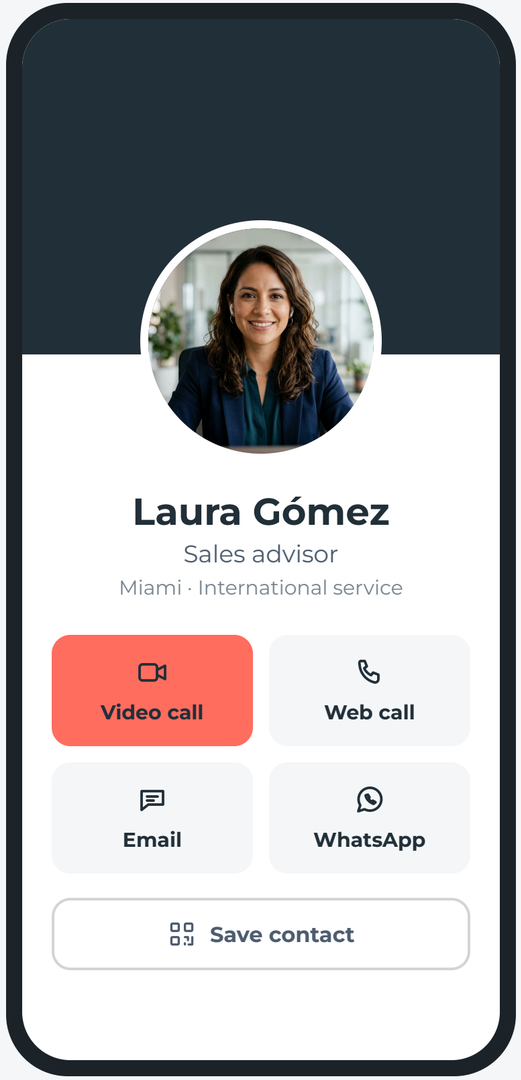
Directory

Each advisor's digital contact card

A page with the sales or service team. Each person has a profile with all their channels, and the customer chooses how to talk to them without looking for a 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 enter Genesys Cloud through Video RTC, to the advisor's queue or extension
- Configured with a file: add a person and their profile appears

Arrives in GENESYS



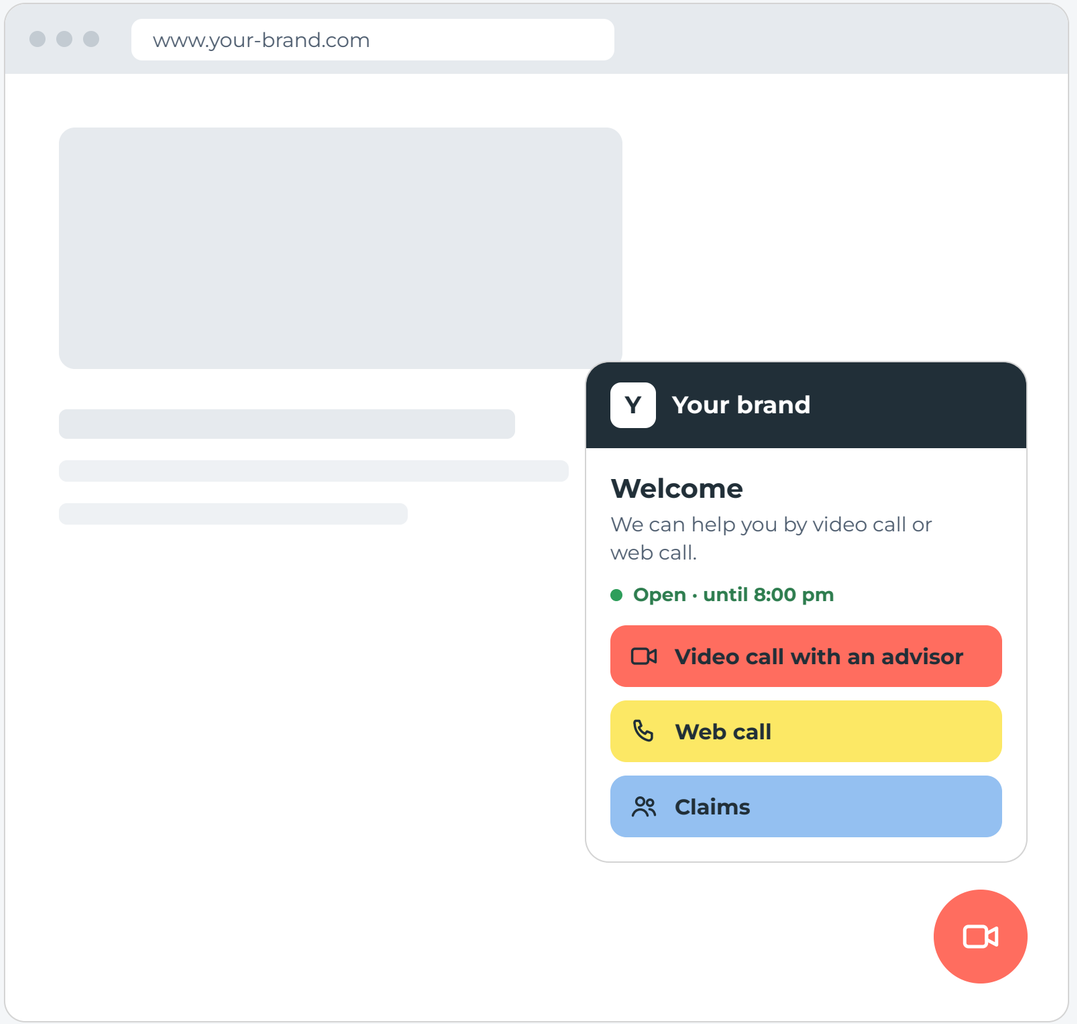
Widget Lite

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, services and opening hours, and connects the visitor to Genesys Cloud without leaving the page.

- One button per service or area
- Opening hours: open, closing soon or closed, each with its message
- Conversation in the panel, in a tab or in a window
- Each service reaches Genesys Cloud through SPLIT, to its Architect flow

Arrives in GENESYS

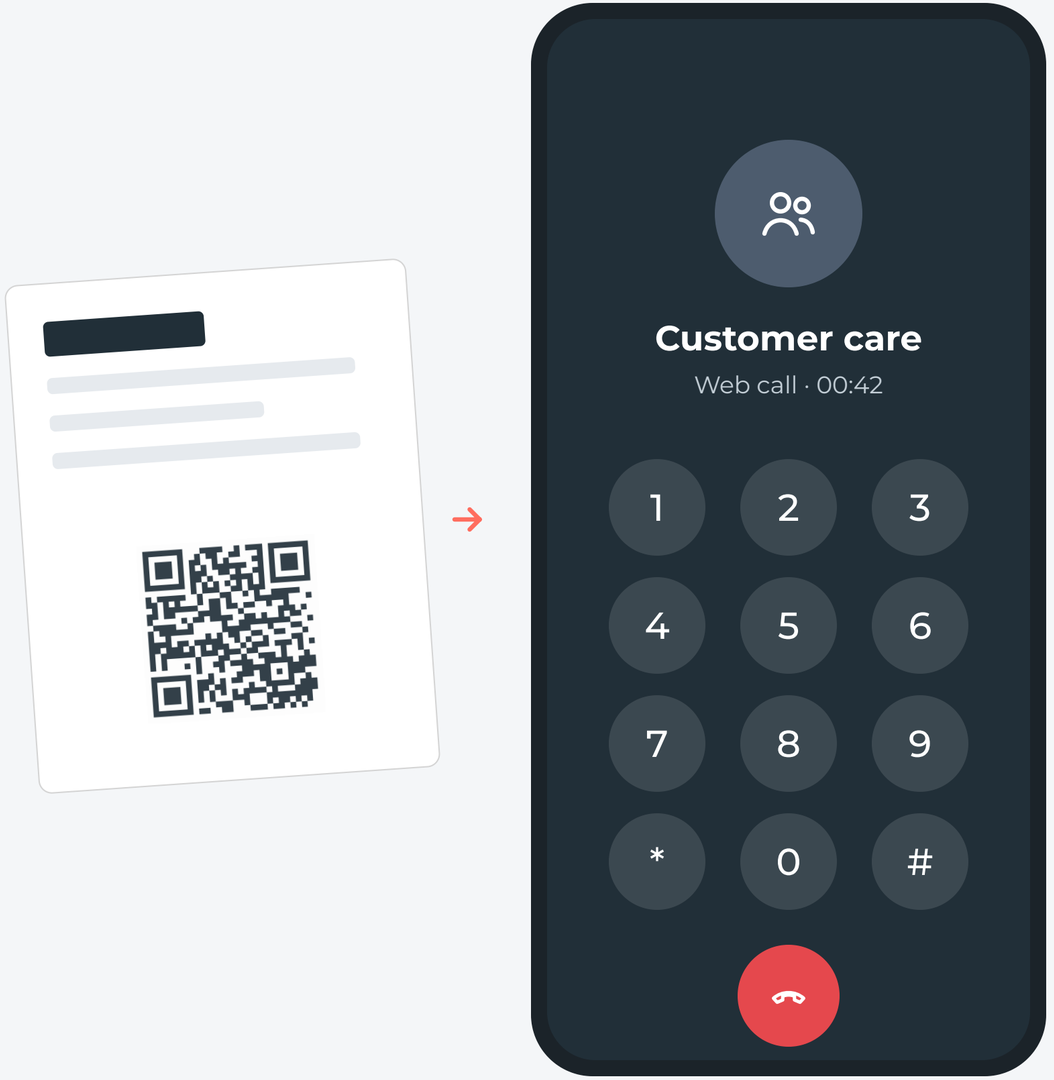


Web Caller

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 Genesys Cloud it is one more inbound call, with its Architect flows and queues.

- Access by QR from a bill, a poster or a screen
- Voice travels encrypted over WebRTC and enters Genesys Cloud through SPLIT
- DTMF keypad to choose options in the Architect IVR menu
- The caller installs nothing and does not give their phone number



Arrives in GENESYS

Where the conversation is closed

Genesys Cloud

Architect, queues, skills and live transfer to the specialist. The agent answers from their Genesys desktop, with video in PiP.

Live identity verification

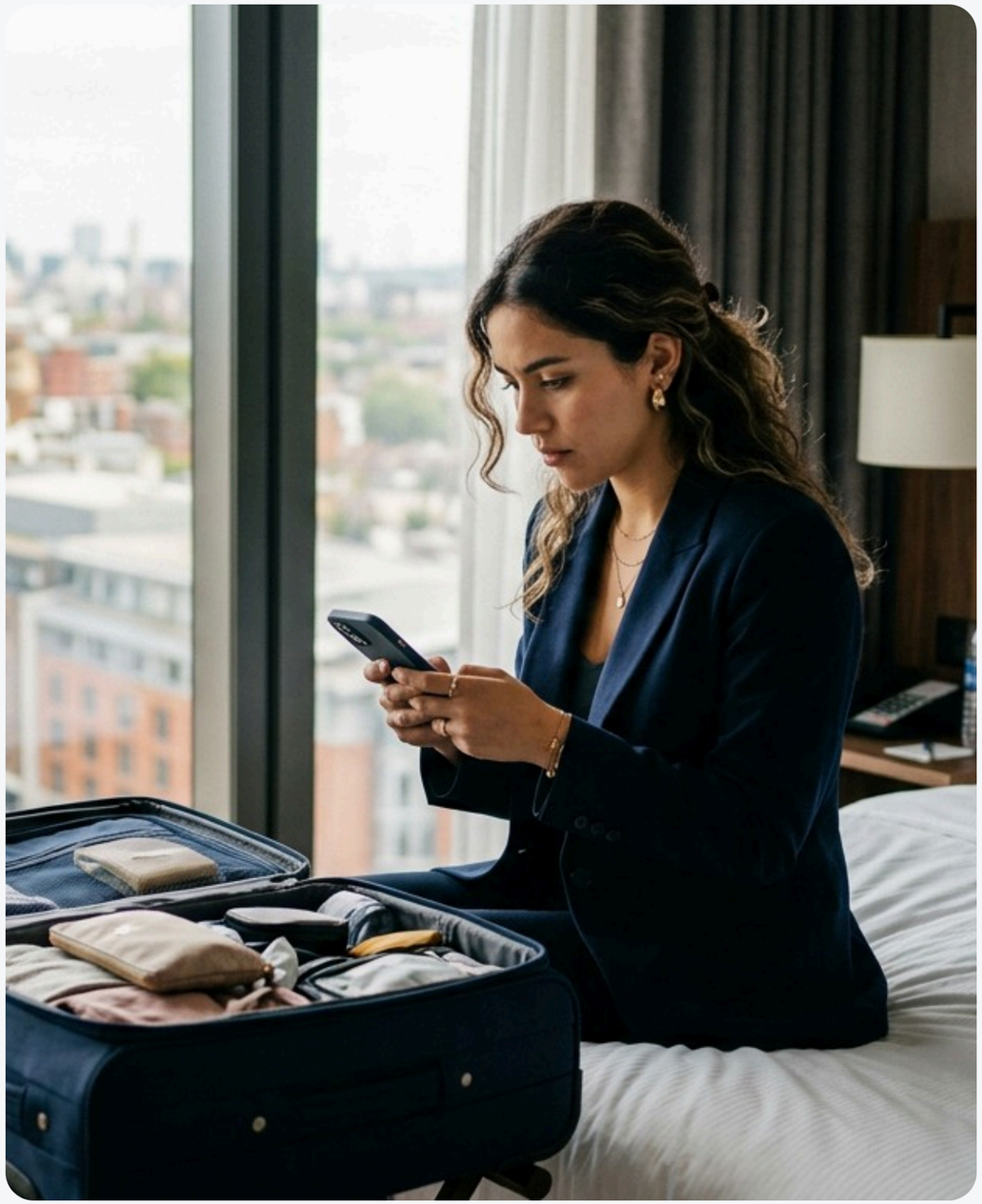
The advisor visually confirms the customer and their document on camera, within the same session.

Video REC

Bank-grade recording of the real video, in custody and attached to the case. Voice is also kept in the Genesys recording.



The agent answers from Genesys Cloud, with video over their desktop



Journey 1 · Banking

From the advisor's WhatsApp to a verified video call

01 **Writes**

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

02 **Leaves the chat**

The advisor taps the SPLIT Messaging widget in the Genesys interaction and sends her the link in the same chat.

03 **Verifies**

On the video call she shows her document on camera and they go through the terms together.

04 **Closes**

The session is recorded and attached to the case. If needed, the agent transfers it live to a specialist from Genesys.

With **SPLIT WhatsApp & Messaging** **Genesys Cloud** **Video REC**



Journey 2 · Insurance

From a chat claim to a video inspection

01 **Reports**

A customer writes to the insurer through their messaging channel after a car accident.

02 **Leaves the chat**

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

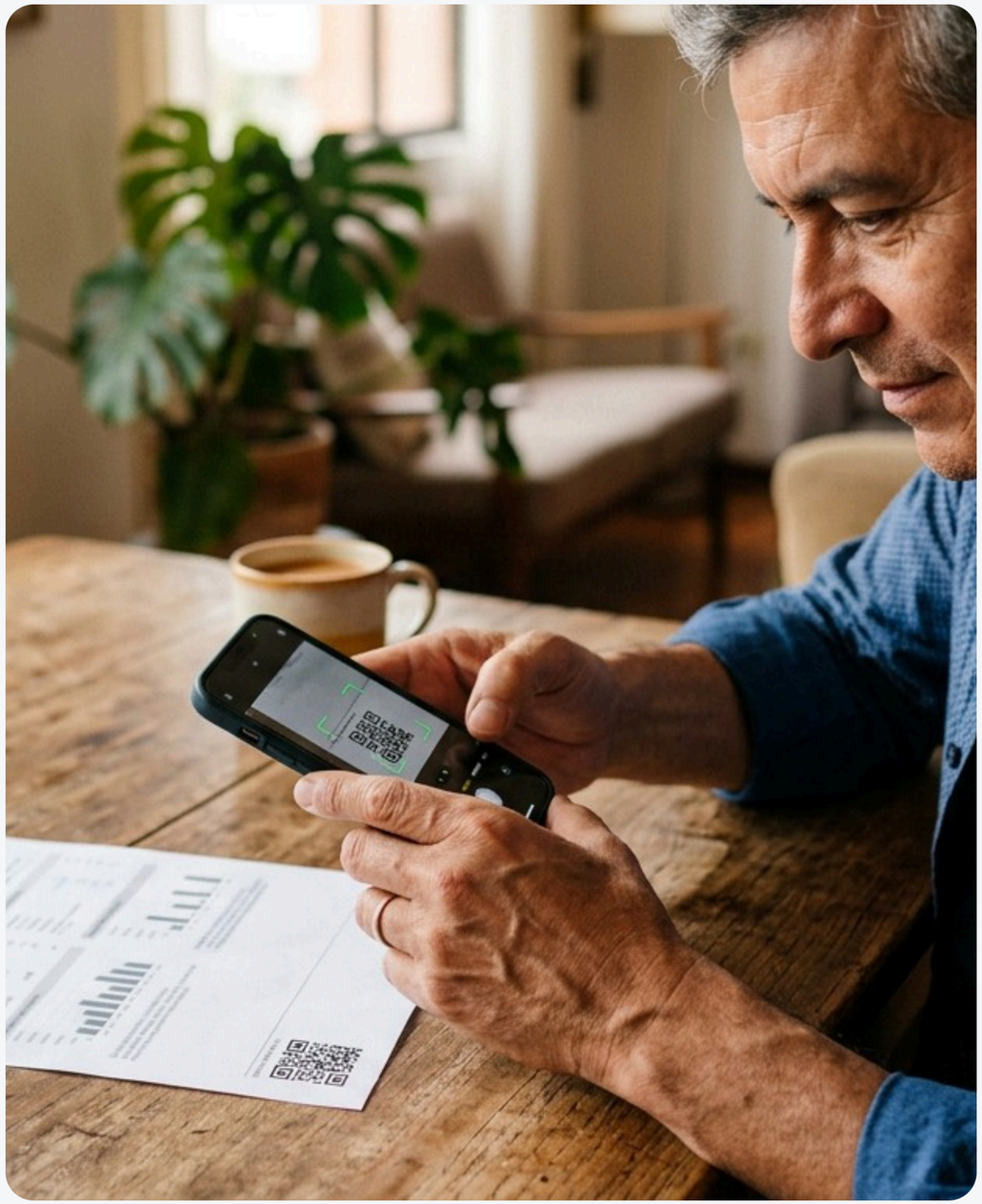
03 **Shows**

With the phone camera they show the damage to the claims handler, live and without installing anything.

04 **Documents**

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

With **SPLIT Forward** **Genesys Cloud** **Video REC**



Journey 3 · Utilities and public sector

From the QR on the bill to a person

01 **Scans**

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

02 **Calls**

Web Caller opens a voice call in the browser, without giving a phone number, that enters Genesys Cloud.

03 **Chooses**

They enter the Architect IVR and select the option on the keypad.

04 **Gets an answer**

A Genesys agent answers from the assigned queue, with their usual desktop.

With **Web Caller** **Genesys Cloud**

The agent never leaves Genesys

The escalated conversation reaches the Genesys desktop as one more call: it is answered, supervised, recorded and measured with the usual tools.

Genesys dialpad

Answer, hold, transfer or add a third party by voice, from the softphone.

Agent Copilot

Voice runs through Genesys: Copilot assists the agent live.

Genesys reporting

The escalated conversation counts in the same queues, KPIs and performance views.

Chat context

Link data travels with the SPLIT session: Architect routes on it and the agent sees it.



Genesys AppFoundry Premium Partner since 2019.
Video RTC for Genesys adds to the organization you already have: no migration, no duplicated operations.

Run by your team on Genesys, or by ours

Your Genesys Cloud agents

Escalations reach the queues, skills, supervision and reporting you already run. No heavy client or dedicated desk: video opens over the Genesys desktop.

VCCaaS and Web ACD for what lies outside

Branches, kiosks and desks without a Genesys license answer in Web ACD, which transfers to Genesys Cloud through SPLIT. With VCCaaS, our team runs it.

24/7

Shifts or an outsourced service to cover any time slot

1 : N

One team answers every entry point



VCCaaS advisor answering from the browser

An auditable channel

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

Encryption in transit

Voice and video encrypted from the customer's browser: TLS for signaling and SRTP for media.

Per-customer isolation

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

Live verification

The document on camera is a direct barrier against impersonation.

Traceability

Voice in the Genesys recording; video, logs and metadata of each session in Video REC, according to each company's policy.



Interactive Powers

GDPR · HIPAA

AWS infrastructure

ISO 27001 · SOC 1/2/3 PCI

ISO 27001, SOC 1/2/3 and PCI, among others, are certifications of the AWS infrastructure; Interactive Powers attests GDPR and HIPAA. The full security dossier is available under NDA.

Industry use

Where leaving the chat matters

Banking

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

Insurance

Claims, inspections and renewals, with the evidence attached 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

Advised sales and service for customers abroad, without depending on a local number.

Utilities and telecom

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

In production on Genesys Cloud

Banking, insurance, travel and transport in Latin America, Europe and Asia.

Banco Pichincha · Ecuador
Escalation to video from online banking, fully recorded.

Banmédica · Chile
Virtual branch by video; migration from Web ACD to Genesys Cloud without service interruption.

InterMundial · Grupo Atlantigo · Spain
Travel assistance: from chat and WhatsApp to voice and video, with no roaming.

World2Meet · Spain
From chat and WhatsApp to voice and video for travellers, voice first in an emergency.

Cooperativa Policía Nacional · Ecuador
Video banking nationwide.

TDBM · Mongolia
Video banking for customers across the country.

SPLIT WhatsApp & Messaging in production. Also on Genesys Cloud: Help Seguros (Chile) and Renfe (Spain), with sign language video interpreting.

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 a printed QR. You can start with one.

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

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

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

How it enters Genesys
SPLIT, Architect flows and the queues that will receive voice and video.

From the priority scenario to the demo

01

Your scenarios

Which conversations leave the chat and through which entry points, with their recording and verification requirements.

02

Technical session

With your team or your integrator: SPLIT, Architect and security.

03

Tailored demo

Seamless Escalation in the Genesys Demo Center, with the scenario you prioritize.

No custom development: SPLIT is configured in Genesys Cloud, and Video RTC for Genesys is purchased through AppFoundry, the standard route for Genesys customers.

Let's talk about your case

We look at which conversations in your Genesys Cloud operation should leave the chat, through which entry points and with what level of recording and verification.

Interactive Powers

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