

Partner guide

Phygital Branch Simulator

Inside a branch: who waits, who leaves, and what changes with kiosks, QR and a shared VCCaaS.

What it adds and how it works, in five minutes.

Interactive Powers · Madrid · Miami

Finance Hub branch
Downtown · 240 arrivals during the day

13:42
Open 09:00-18:00



What the scene shows and reports don't

The network simulator gives the figures. The branch simulator turns them into a scene any branch manager recognizes.



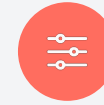
The loss nobody records

Customers who look at the display and leave without taking a ticket, and those who give up in the waiting area. They leave no trace in the ticketing system.



Same customers, three models

Fixed positions, virtual kiosks and mobile QR on the same arrivals and the same patience. Only the service model changes.



Adjust it in the meeting

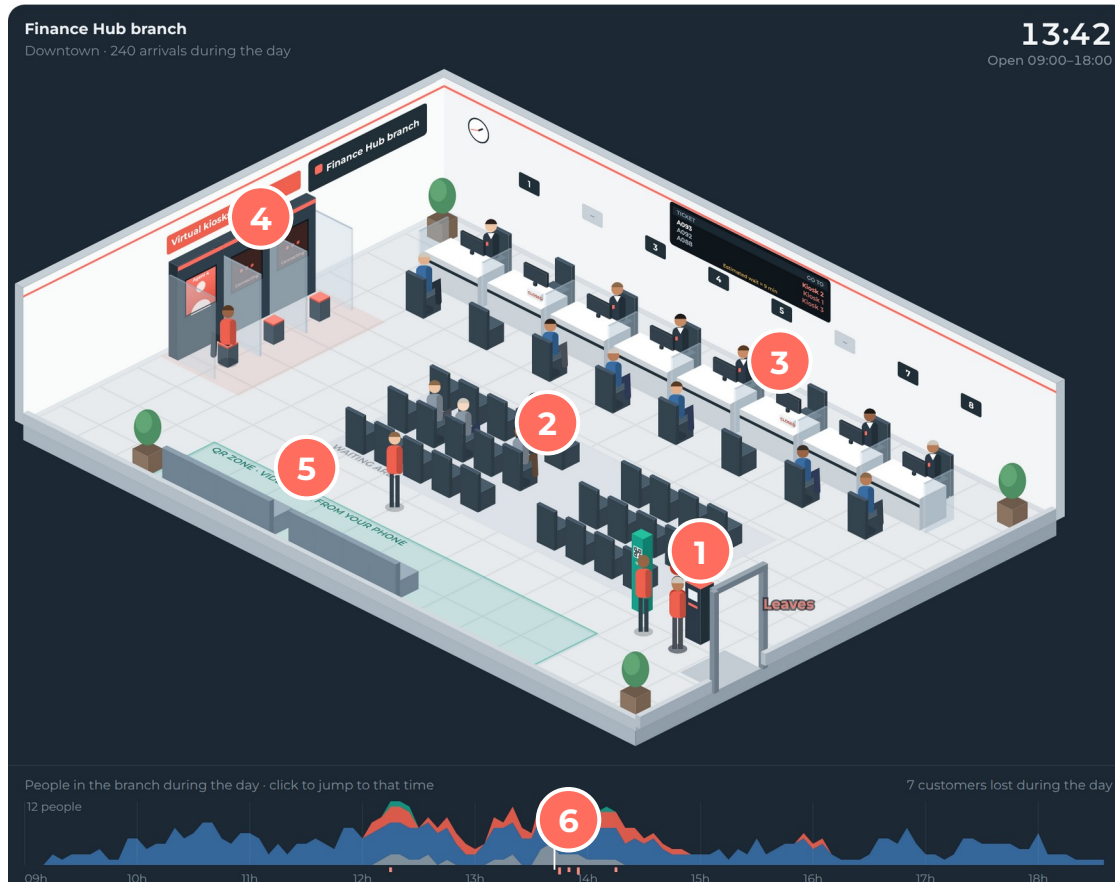
Positions, kiosks, agents and customer behavior change on screen, and the day recalculates instantly.

Reference day at Finance Hub: 240 arrivals. With fixed positions only, 28 customers leave (11.7%); with kiosks, 8; with kiosks and QR, 7.



What you see on screen

A full day on fast-forward. In the image, Finance Hub at 13:42 in Scenario 3, with kiosks and QR.

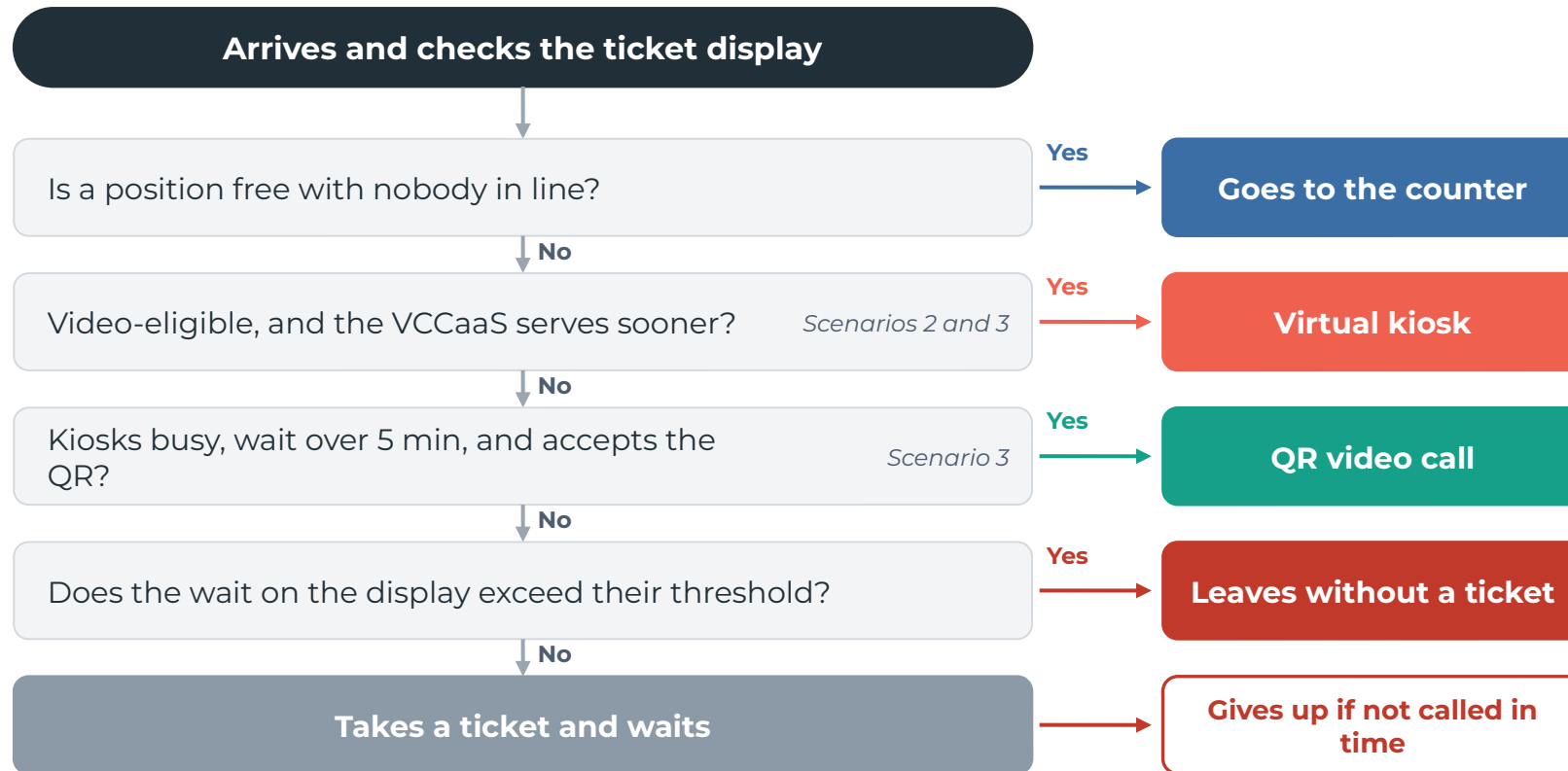


- 1 Entrance and tickets**
The customer checks the estimated wait on the display and decides: take a ticket, go to a kiosk, scan the QR, or leave.
- 2 Waiting area**
Customers with a ticket. An amber ring marks those about to give up.
- 3 Fixed positions**
The plate blinks when a ticket is called; during the lunch break the position closes.
- 4 Virtual kiosks**
The screen goes from "Connecting" to the VCCaaS agent who serves.
- 5 QR zone**
Video call from the phone when positions and kiosks are busy.
- 6 The whole day**
People in the branch hour by hour, with red marks where customers are lost. One click jumps to that time.



How each customer decides

The same rules as the network simulator. Each customer brings a transaction, a service time and a patience level.



Default values

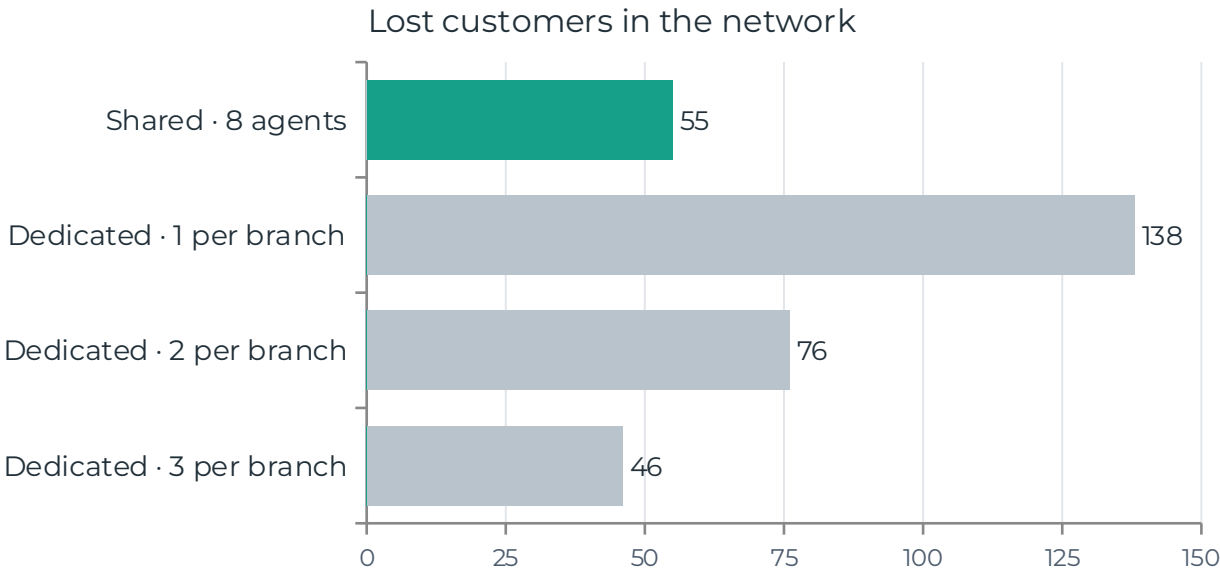
- Abandonment threshold: 8 min on average (CX Gap report)
- With a ticket, they wait up to 1.5× their threshold
- Video-eligible: 60% of simple and 90% of advisory transactions
- QR offered from a 5-min wait (CX Gap report); 50% accept it
- Up to 5 QR video calls per kiosk

Everything can be changed in the “Customer behavior” panel.



Sharing agents is what makes the VCCaaS pay off

An 8-branch network, same day and same customers, Scenario 3. Branch peaks don't coincide: a shared agent covers one branch's peak while another is quiet.



VCCaaS	Agents	Lost	Occupancy
Shared	8	55	66%
Dedicated, 1 per branch	8	138	38%
Dedicated, 2 per branch	16	76	31%
Dedicated, 3 per branch	24	46	24%

In the simulator: "VCCaaS: shared with the network / dedicated to this branch" selector.

With the same 8 agents, sharing them loses 55 customers and dedicating them loses 138. Matching the shared result takes 16 to 24 agents, idle more than two-thirds of the day.



Use it with your client

Five steps, a single HTML file.

1

Pick the branch

The one closest to the client's: downtown, residential, shopping mall or suburban.

2

Go to the peak

Click on the timeline where the red marks pile up.

3

Switch scenarios

No restart: same time, same customers.

4

Adjust with their data

Patience, service times, QR acceptance, positions, kiosks and agents.

5

Close with the network

The Phygital Network Simulator gives the sizing and the 30-day range.

What you need



A single HTML file



Opens in any browser, nothing to install



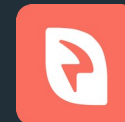
The client's branch data



Settings are saved in your browser; no data is sent anywhere

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