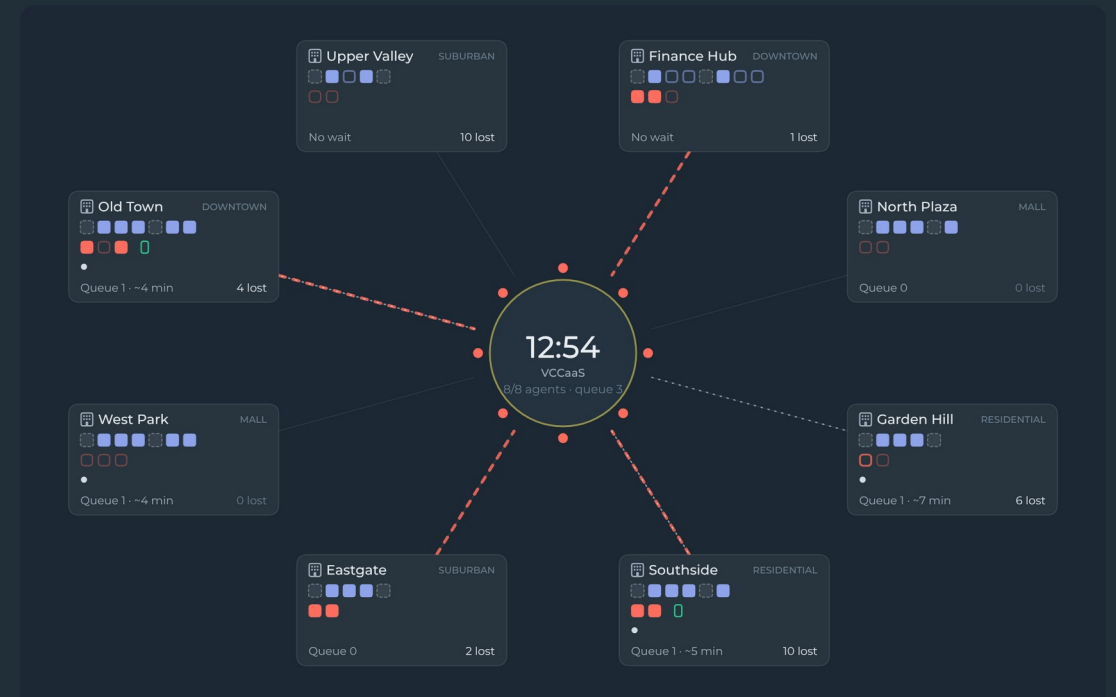


Partner guide

Phygital Network Simulator

Where branches lose customers and money, and how much remote capacity fixes it.

What it shows, how to use it with your client, and how to read the results.



A branch network loses customers and hours at once

Capacity is fixed and demand arrives in peaks. Off-peak, there are too many positions; at the peak, customers see the queue and leave without taking a ticket. Neither loss shows up in a report.



13%

of customers leave without being served

229 of 1,723 visits that day



120 h

of fixed-position time with no customer

31% of available capacity, on the same day



1.5 min

average wait

Looks good because it only counts those who stayed

Simulated average day: 8 branches, 49 fixed positions, 09:00 to 18:00, default assumptions.

The simulator puts a number on both losses of the same day and shows what changes when remote service reaches the branch.



Three scenarios on the same customers

The same network on the same day, served in three ways. Same arrivals, durations, and tolerance to waiting: the difference comes from the service model, not from chance.

Demand by branch profile

Downtown

Residential

Shopping mall

Suburban



1 • Fixed positions

In-person service only. The queue-ticket system spreads the queue across active positions, with staggered lunch breaks.



2 • + Video kiosks

If all positions are busy, the customer moves to a video kiosk: a screen where a VCCaaS agent serving the whole network attends them over video. Not self-service.



3 • + Mobile QR

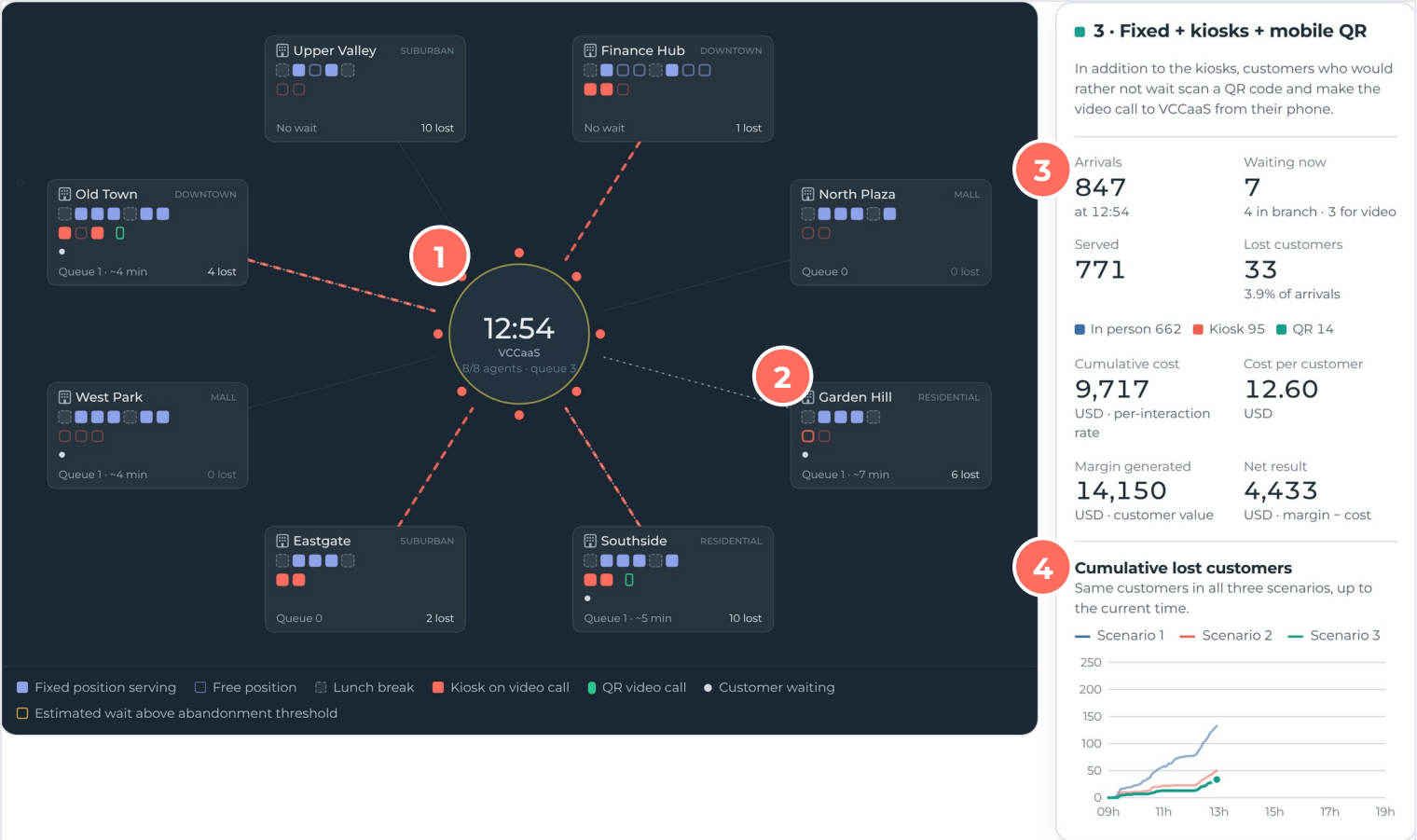
With positions and kiosks busy, the customer scans a QR code and a VCCaaS agent serves them on their phone. In the VCCaaS queue, kiosks go first.

All three measure the same things: lost customers, wait, position and agent occupancy, cost per customer served, and net result.



What your client sees on screen

A full day on fast-forward, in about a minute. In the image, Scenario 3 at 12:53, right in the midday peak.

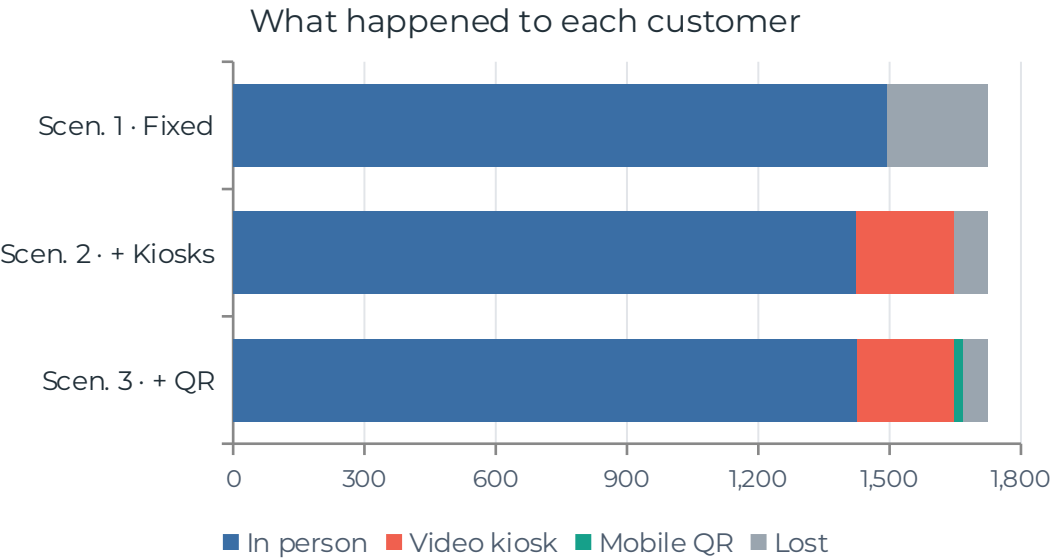


- 1 The network map**
Branches around the VCCaaS. Lines light up with every kiosk or QR video call.
- 2 Each branch's queue**
Busy, on-break, or free positions, and customers waiting. An amber border warns when the wait exceeds the abandonment threshold.
- 3 The day in numbers**
Arrivals, lost customers, cumulative cost, and net result for the scenario on screen.
- 4 All three scenarios at once**
Lost customers, customers served by channel, cumulative cost, and agent usage move with the clock.



The reference day, scenario by scenario

Same day, same customers. With kiosks and QR, the network loses fewer customers, and each interaction costs less because part of it moves to video.



Metric	Scen. 1	Scen. 2	Scen. 3
Lost customers	229 · 13.3%	76 · 4.4%	55 · 3.2%
Average wait	1.5 min	0.6 min	0.6 min
Cost per customer served	13.50 USD	12.64 USD	12.58 USD
Net result for the day*	7,281 USD	9,279 USD	9,666 USD
Break-even per recovered customer	–	4.26 USD	4.68 USD
VCCaaS agents · occupancy	–	8 · 64%	8 · 66%
All agents busy	–	111 min	146 min

* Example customer value: 20% conversion and a 250 USD margin per advisory sale. Per-interaction cost (CX Gap report): 13.50 USD in person, 7.16 USD per video call.

With the per-interaction rate, each recovered customer must contribute at least 4.26 USD in margin to cover the additional cost of serving them.



How many kiosks: the sizing matrix

In the Levers tab, the matrix tests 42 combinations of fixed positions and kiosks per branch on the same day. One click on a cell applies it.

Sizing matrix

Fixed positions per branch (rows) × video kiosks per branch (columns). Click a cell to apply it.

Scenario 2Scenario 3Net resultLost customersCost per customer served

	-2 3 KIOSKS	-1 11 KIOSKS	0 19 KIOSKS	+1 27 KIOSKS	+2 35 KIOSKS	+3 43 KIOSKS
POSITIONS · KIOSKS						
-3 25 positions	36.5% 8,290 USD	25.8% 12,490 USD	25.0% 12,940 USD	24.1% 12,890 USD	24.6% 12,790 USD	23.9% 13,240 USD
-2 33 positions	24.7% 8,910 USD	14.3% 12,260 USD	13.6% 12,710 USD	13.5% 12,810 USD	11.6% 13,110 USD	12.2% 12,910 USD
-1 41 positions	15.7% 8,280 USD	8.0% 10,680 USD	6.4% 11,330 USD	5.9% 11,280 USD	5.5% 11,530 USD	5.6% 11,480 USD
0 49 positions	10.2% 6,600 USD	3.9% 8,600 USD	3.2% 8,800 USD CURRENT	2.6% 8,750 USD	2.1% 8,950 USD	2.1% 9,050 USD
+1 57 positions	5.9% 4,820 USD	1.9% 5,820 USD	1.0% 5,970 USD	0.8% 5,920 USD	0.6% 5,970 USD	0.7% 5,970 USD
+2 65 positions	2.7% 2,390 USD	0.9% 2,690 USD	0.4% 2,740 USD	0.2% 2,790 USD	0.2% 2,790 USD	0.2% 2,790 USD
+3 73 positions	1.5% -690 USD	0.3% -440 USD	0.2% -440 USD	0.1% -440 USD BEST	0.1% -440 USD BEST	0.1% -440 USD BEST

Baseline, Scenario 1 with the current levers: net result 7,360 USD · 13.3% lost customers. The higher the value, the darker the shading; hatched cells exceed 5.0% lost customers and do not count as “best”. The coral outline marks the current configuration.

1 Switch cost to “By capacity”

Each position, agent, and kiosk has a daily cost, used or not. With per-interaction cost, adding capacity is never penalized.

2 Enter the real costs

Daily cost of a fixed position, a VCCaaS agent, and a kiosk. With the kiosk at 0 USD, the matrix will always ask for more kiosks.

3 Set the service level

Maximum acceptable share of lost customers (5% by default). Cells above it are hatched and don't count as “best”.

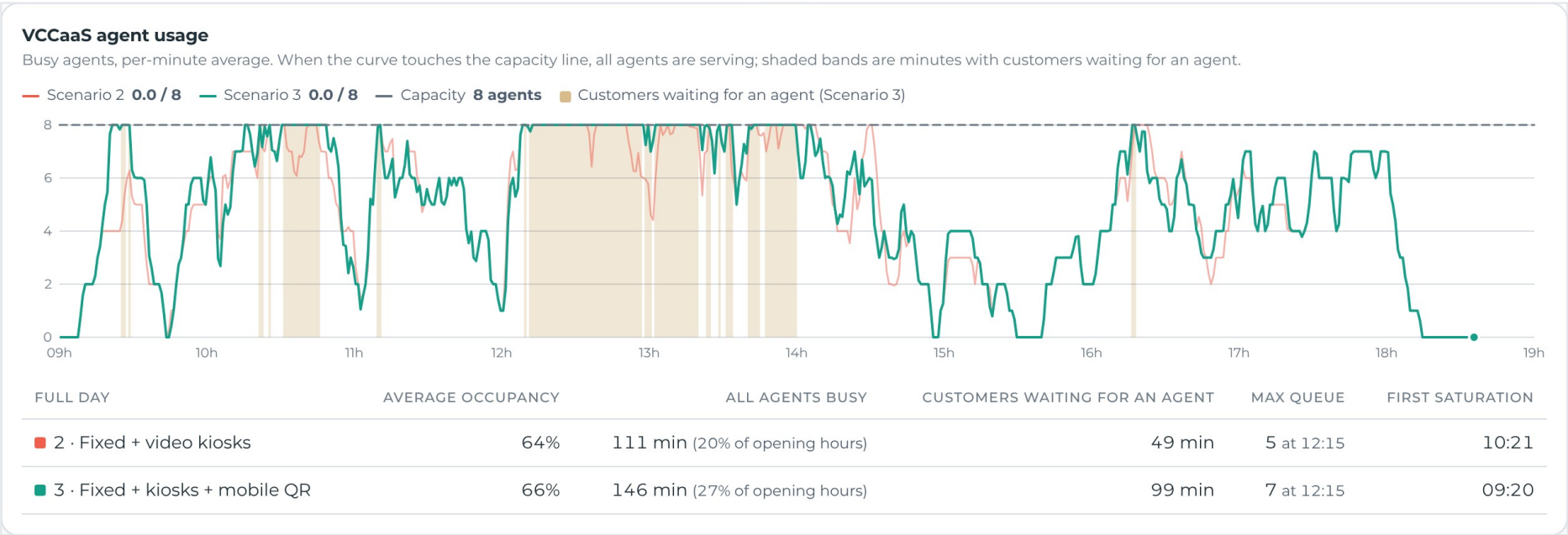
4 Choose the metric

Net result, lost customers, or cost per customer served. In the image, lost customers in Scenario 3.



How many VCCaaS agents: the usage curve

Busy agents, minute by minute. When the curve touches the capacity line, all agents are serving; shaded bands are minutes with customers waiting for an agent.



8 agents

146 min
with all agents busy
3.2% lost customers

10 agents

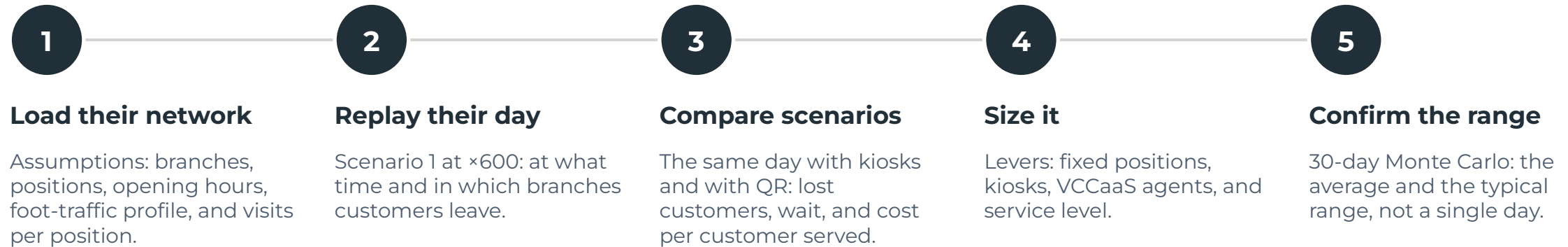
94 min
with all agents busy
2.4% lost customers

With capacity cost and the example values, moving to 10 agents cuts lost customers but doesn't improve the net result: the simulator also shows when one more agent no longer pays off.



How to use it in a meeting with your client

Five steps, from their network to their sizing. It works better with their data than with the example values.



Data worth requesting before the meeting

- Visits or tickets per day and branch
- Distribution by hour, if available
- Positions per branch and opening hours, with breaks
- Average service time, simple and advisory
- Abandonment rate or measured wait time
- Cost per interaction, or daily cost of a position and an agent
- Conversion and margin of advisory transactions

What comes from the report and what to validate

The rates and the abandonment threshold come from the report “The CX gap in assisted service”. Everything else is a working assumption, editable on screen.



From the CX Gap report

- 13.50 USD per in-person interaction: median for the assisted channel (Gartner).
- 7.16 USD per video call: cost of an inbound contact center call (ContactBabel 2025), used as a reference.
- 8-minute average queue abandonment threshold.
- QR after a 5-minute wait: 73% would abandon a purchase if they had to wait more than five minutes.



Assumptions to validate with the client

- 65% simple transactions (7 min) and 35% advisory (18 min).
- Eligible for video: 60% of simple and 90% of advisory transactions.
- 50% accept the QR; 8 shared VCCaaS agents.
- By capacity: 410 USD per position and 220 USD per agent per day, calibrated with the rates.
- Example value: 20% conversion × 250 USD margin.

Not modeled: retries or appointments, extended kiosk hours, or agents shared with other campaigns.



Run your client's day

The best demo is their own network.

Assumptions are edited on screen and all three scenarios recalculate instantly, on the same customers.

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What you need



A single HTML file



Opens in any browser, nothing to install



Your client's network data



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