Success Stories
2026

Seventeen transactional video call and digital voice deployments
in banking, insurance, healthcare, public sector, travel, and utilities · 7 countries

Interactive Powers

Streamline your business communications

The scale behind every case

Before the projects: the volume the platform runs in production today.

99.9%	400K	300K	1000+
Uptime	Video calls / month	Video recordings / month	Video agents

70	9	30	+600 TB
Companies	**Governments**	**Vendors / Partners**	**Processed per year**

Infrastructure on AWS across 5+ regions · Offices in Madrid and Miami · Over 4 million minutes processed per month

How can we help your business?

Eight factors where transactional video calling changes a business outcome.

1. **Ubiquity** Eliminates physical and geographic distance
2. **Resilience** Enables operational continuity
3. **Authenticity** Enables more effective communication
4. **Web Collaboration** Expands remote interactions
5. **Identity Verification** Greater transaction security
6. **Personalized Service** Improves the customer experience
7. **Fraud Protection** Simplifies detection and deterrence
8. **Accessibility & Inclusion** Serves those the standard channel leaves out

The following pages match each factor with a client that demonstrates it in production.

Every factor, with a client that proves it

Document index. Enter by your need, not by the client's sector.

How to read the figures in this document

Client-verified metric

Interagua · Banmédica

The value and measurement method are stated. This is data the client itself measures and has cross-checked against its own measurement systems.

Metric under confidentiality

Banco Pichincha · Ministry of Justice

The client has not authorized disclosure. The case rests on verifiable operational facts of operational stability.

No formal measurement

Banco Internacional, Banco del Pacífico, Grupo Atlantigo, and the eleven cases in the second section

The project has no published KPI. The operational and competitive impact is described without estimating it, out of respect for the client's confidentiality.

No figures have been estimated. Where there is no data, we say so.

Interagua

Operado por VEOLIA

Interagua

Telecom & Utilities · Ecuador

Drinking water and sanitation · Guayaquil

95%

FCR · First contact resolution

9.5 / 10

CSAT · Post-service survey

Both indicators were verified twice by the client, who adjusted the survey methodology to confirm consistency.

Ubiquity · Personalized Service

Agent service operated by PlusService

Interactive Powers

Shorter branch wait times, without increasing on-site staff or expanding offices.

CHALLENGE

Cut lines and wait times across six service offices, under one firm constraint: no increase in on-site staff or branch floor space.

SOLUTION

One-square-meter video service booths inside the office itself, two or three per branch, staffed by remote contact center agents.

HOW IT WORKS

User arrives at the office → Single ticket for in-person and video → Video service booth → Remote agent resolves it

PLATFORM

Video RTC | **Video REC** | **Web ACD**

Replaced a previous video solution. · Existing PC kiosks: no hardware investment required.

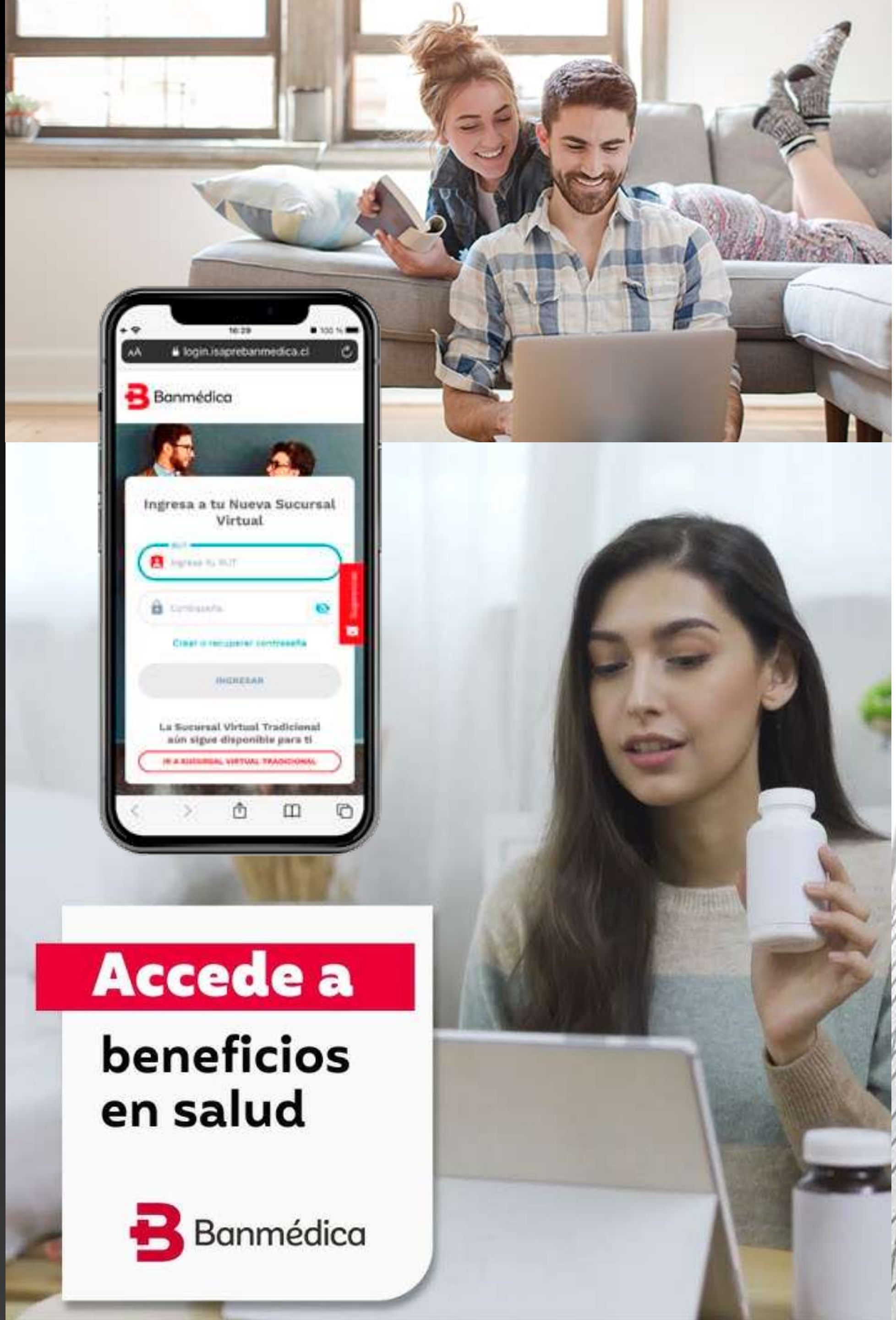
ROLLOUT

1 week to go live

< 4 weeks for all 6 branches, with several kiosks each.

Turns fixed branch cost into variable contact center cost: the office keeps its proximity, but the capacity to resolve issues no longer has to sit inside it.

Banmédica



GENESYS

Banmédica

Financial Services · Chile

Private health insurance (ISAPRE) · Santiago

9 / 10

NPS · Recommendation score

6 years

Years in continuous operation

The channel scales up to 16 simultaneous agents in daily service, with peaks concentrated on specific days of the billing cycle.

Personalized Service · Web Collaboration

Validated by the client's channel management team

Interactive Powers

The channel policyholders prefer, and the one the company offers to build loyalty.

CHALLENGE

Become a digital leader with a virtual office that actually resolves things: enrollments, contract changes, policy reviews, and medical procedure claims for its policyholders.

SOLUTION

Video calling built into the policyholder's private portal as a strategic part of the virtual office, alongside phone and chat. Today it's the channel with the highest NPS and the strongest brand loyalty.

HOW IT WORKS

Policyholder in private portal → Requests video call → Automatic routing → Agent resolves the request

PLATFORM

Video RTC · **Web ACD** · **Genesys Cloud**

Deployed on Web ACD, then migrated to Genesys Cloud with no visible transition for the user.

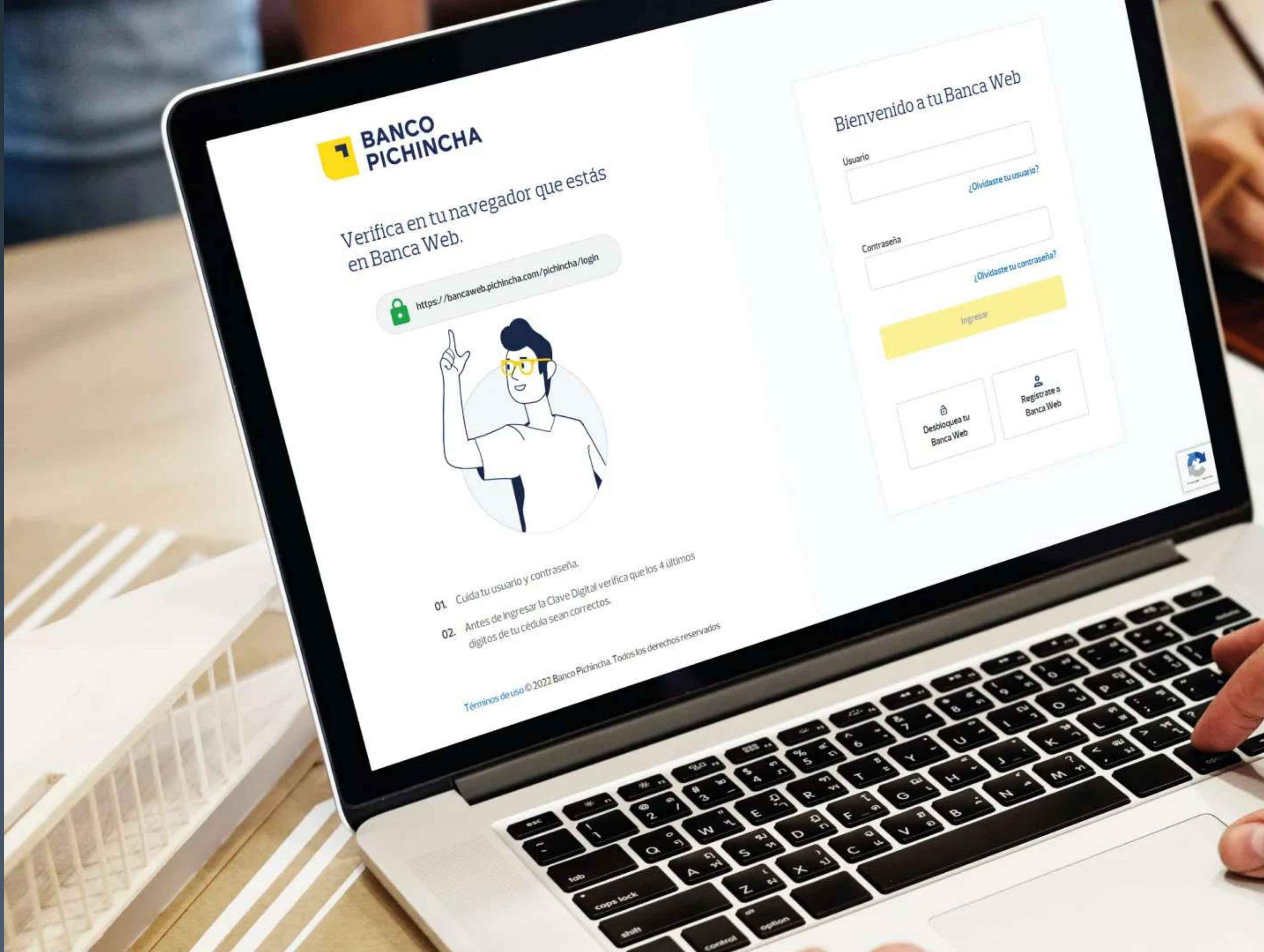
WHAT SETS IT APART

The CCaaS platform migration preserved full operations and traceability of every video call.

Policyholders don't just prefer video service: they demand it. That makes the channel a retention and loyalty tool that sustains the company's best NPS score.

BANCO PICHINCHA

Se trata de ti.



GENESYS

Banco Pichincha

Financial Services · Ecuador

The country's largest private bank · Quito

Daily production

Stable channel operation

Expanding

Into new areas and devices

The bank has not authorized disclosure of its indicators. The case rests on verifiable operational facts and on the decision to expand the channel.

Authenticity · Personalized Service

Genesys integration with XKale

Interactive Powers

A market leader with best-in-class channels and video service for VIP online banking.

CHALLENGE

The bank had already tried video in other projects that went nowhere, blocked by convergence with its CCaaS platform. This wasn't about opening one more channel: it was about achieving real convergence.

SOLUTION

Video RTC natively integrated with Genesys Cloud via the SPLIT protocol, with direct escalation to video for the VIP online banking segment and full recording of the process.

HOW IT WORKS

VIP customer in online banking → Direct escalation to video → ACD on Genesys Cloud → Agent handles it with recording

PLATFORM

Video RTC · Video REC · Genesys Cloud

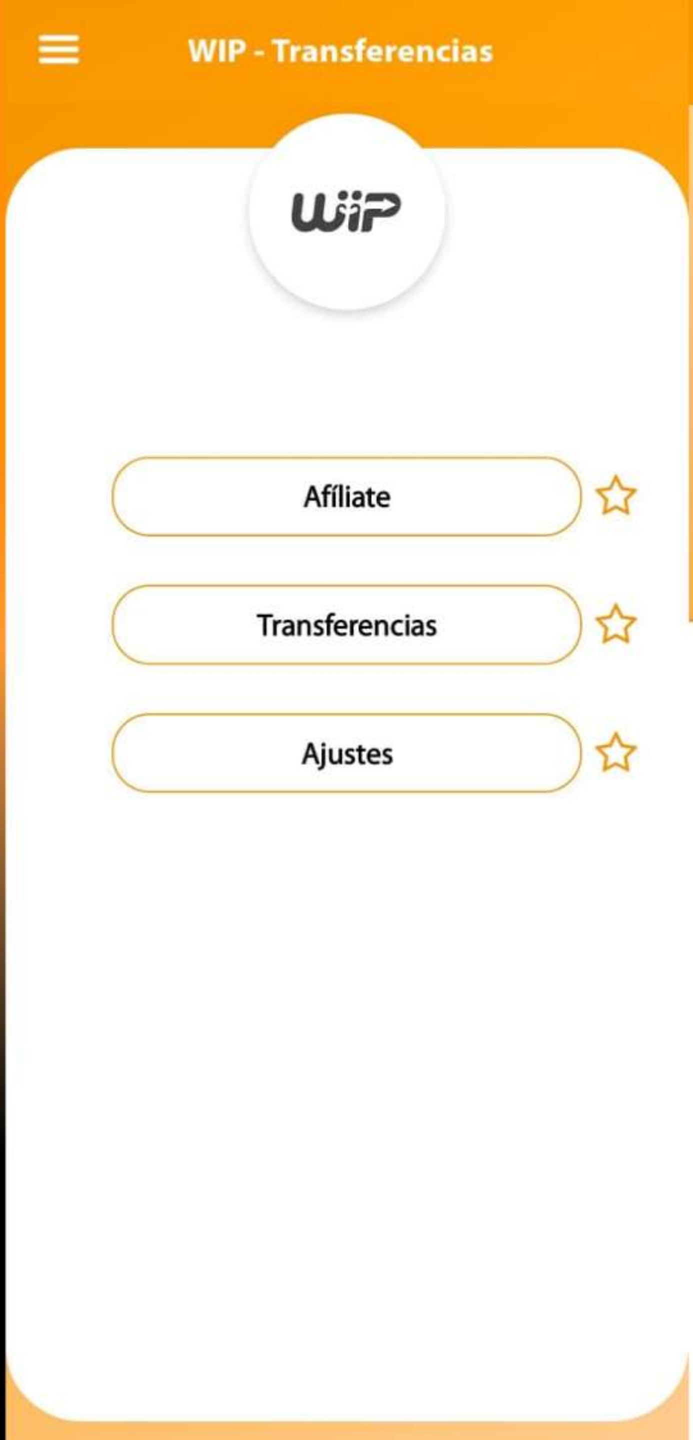
The bank's objectives: compliance and traceability, closeness to the customer, and recording under absolute control.

KEY TO SUCCESS

Control over recording and compliance for the channel, in a segment where every interaction is critical.

Video projects in banking don't fail because of video quality — they fail because of CCaaS convergence and recording governance. That's what decides whether there's a real transactional channel.

BANCO INTERNACIONAL
Queremos ser más



Banco Internacional

Financial Services · Ecuador

Ecuadorian financial institution · Quito

Real time

Resolved within the call itself

No advance notice

An attacker can't rehearse it

The project has no formalized quantitative metrics. The documented impact is operational and competitive.

Identity Verification · Fraud Protection

Operated from PlusService's contact center

Interactive Powers

Video call verification as an incident response, not as an onboarding step.

CHALLENGE

Fraud in online and phone transactions is rising, and standard security questions lose evidentiary value over the phone once access credentials have already circulated in data breaches.

SOLUTION

A face-to-face video interview, requested at the agent's discretion during the call, with a direct link and recording — a scenario the caller can't anticipate or prepare for.

HOW IT WORKS

Call in progress → Agent shares direct link → Video call recorded → Account access restored

PLATFORM

Video RTC · Web ACD · Video REC

It's not a fixed or visible step in the digital flow: unpredictability is the security mechanism.

WHEN IT'S TRIGGERED

Accounts blocked for suspicious transactions, lost credentials, VIP customers traveling abroad.

Real-time video to verify, comfortably and efficiently, a customer the bank already knows who is blocked and at risk. Improving security isn't about cutting off service — it's about acting intelligently.

Banco del Pacífico

Banco del Pacífico

Financial Services · Ecuador

The country's leading financial institution

No roaming

Customers talk over data from any country

No app

Calls placed from the website and online banking, no download required

The project has no formalized quantitative metrics. Digital call volume is growing and stable, and the architecture is built to scale.

Ubiquity

Selected after technical comparison with other options

Interactive Powers

A digital voice channel for customers who are outside the phone network and need to talk.

CHALLENGE

A significant share of customers abroad had no viable way to reach the bank: expensive roaming, no coverage for international calls, and friction dialing in from outside the country.

SOLUTION

Web Caller embedded in the website and online banking, with widgets customized to match the brand, routing Online Banking customers to contact center advisors.

HOW IT WORKS

Customer abroad → Website or online banking → Digital voice over data → Contact center advisor

PLATFORM

Web Caller | **Video RTC**

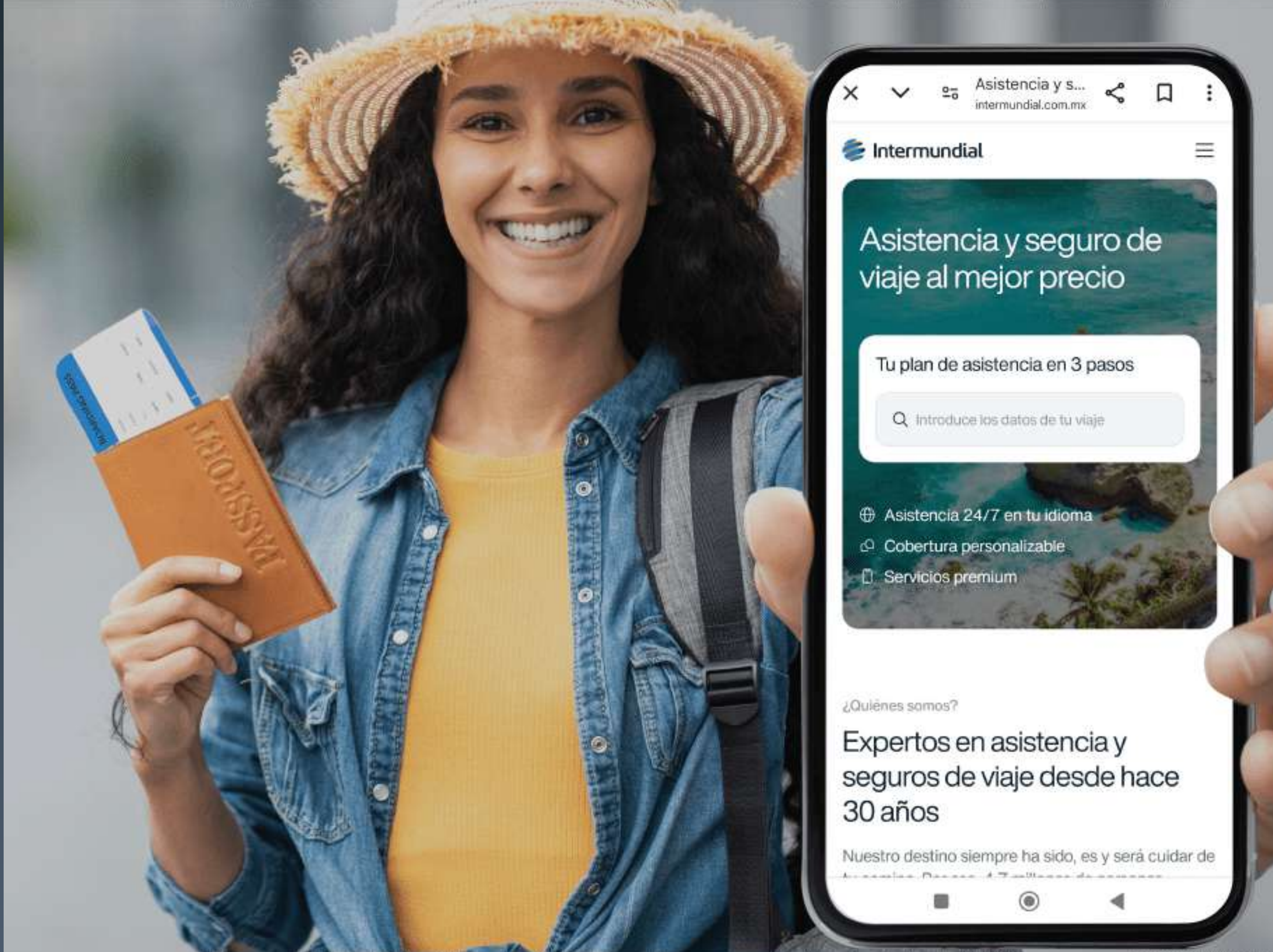
Evaluated other options and ruled them out over audio quality and integration. · The project prioritizes voice service, not video: agents were not yet trained for the video channel.

ROLLOUT & CAPACITY

Less than a week from start to finish, with simultaneous channels sized for the international segment.

Not every digital communication project needs to be a video project. With a single channel and less than a week, this solves a demand that many institutions identify but never address.

InterMundial



GENESYS

Grupo Atlantigo

Financial Services · Spain

Travel insurance and assistance · InterMundial and Mana

Any channel

Chat, app, website, or WhatsApp

Voice first

Emergencies are resolved over digital voice

The project has no formalized quantitative metrics. Usage is occasional but highly critical: every use corresponds to an urgent or serious case.

Ubiquity · Resilience

Genesys integration with Sabio Group

Interactive Powers

Reach the policyholder through the channel they chose, and elevate them to a higher tier of care in an emergency.

CHALLENGE

App, chat, and WhatsApp were handled in text only. The only voice channel was the phone, unworkable abroad due to roaming and coverage. In an emergency, the policyholder would end up writing an email.

SOLUTION

Escalation to digital voice from any inbound channel, with automatic routing through the Genesys ACD. The call travels over data, not the phone network.

HOW IT WORKS

Chat, app, or WhatsApp → Agent escalates to digital voice → ACD on Genesys Cloud → Assistance agent

PLATFORM

Video RTC **Genesys Cloud**

The deciding factor: channel independence. The insurer doesn't control which channel a customer will use to reach them.

WHY IT MATTERS

Travel insurance sells on reputation: the claim is the one moment the policyholder finds out whether what they bought actually exists. The hidden value of NPS is critical to Atlantigo's business.

Integrating voice channel by channel creates a debt that comes due every time a new messaging app appears. A layer of innovation that turns the project into a differentiating capability in customer care.

GRUPO sura

Seguros SURA

Financial Services · Mexico

Insurance and asset management · Grupo SURA

+8 years

In continuous production since 2017

RTMP → WebRTC

Technology migration without interrupting service

Project with no published metrics. Its tenure and continuity of service are the verifiable facts.

Ubiquity · Personalized Service

Konexo BPO — Enghouse

Interactive Powers

An entire insurance branch that fits inside a kiosk.

CHALLENGE

Bring insurance advisory to locations with no dedicated office — brokers, shopping malls, corporate clients — without opening a branch in every one of them.

SOLUTION

A Sura-branded video service kiosk with camera, touchscreen, and headset, staffed by remote advisors from the group's branches.

HOW IT WORKS

Customer arrives at the kiosk → Taps to call → Automatic routing → Remote advisor resolves it

PLATFORM

Video RTC **Enghouse**

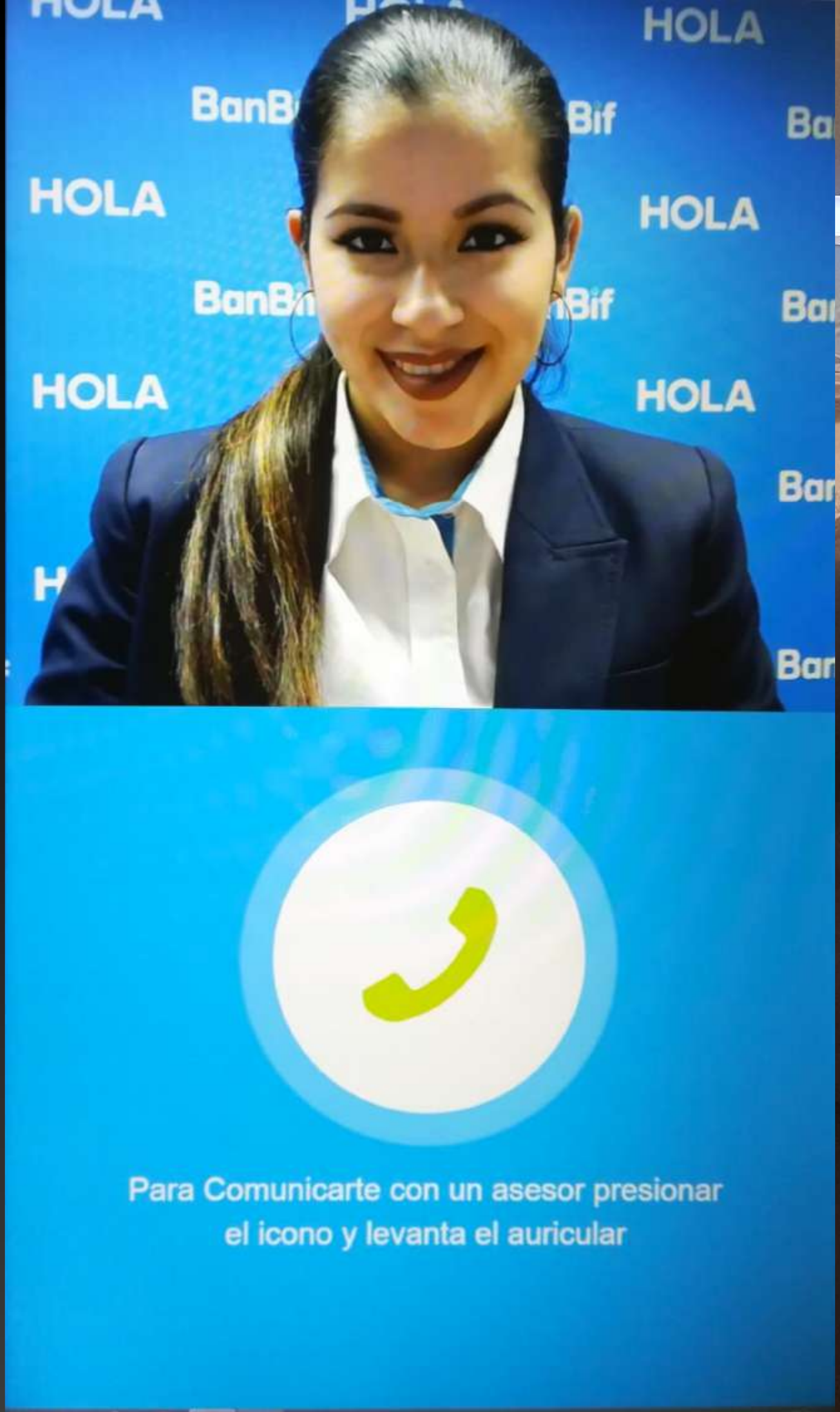
Eight years in production, migrating from RTMP to WebRTC and evolving from SPLIT gen1 to gen2 without interrupting service.

WHAT SETS IT APART

Two technology changes underneath the same service, invisible to the customer.

Eight years of service and two migrations underneath: the branch-in-a-kiosk was never a pilot — it was the infrastructure that let them scale their services across Mexico.

BanBif


HOLA
BanBif
Para Comunicarte con un asesor presionar el icono y levanta el auricular


BANCA TELEFÓNICA
BanBif

BanBif

Financial Services · Peru

Bank · Lima

In-branch

Service modules with screen and headset

No on-site officer

Specialized advisory without on-site staff

The project has no formalized quantitative metrics. The documented impact is operational.

Personalized Service · Ubiquity

Integration on InConcert

Interactive Powers

Phone banking with a face: the advisor becomes a person on screen.

CHALLENGE

Extend specialized in-branch service capacity without needing an on-site officer at every location.

SOLUTION

In-branch phone banking modules with screen and headset: the customer sees and talks to a remote advisor.

HOW IT WORKS

Customer at the branch → Picks up the handset → Automatic routing → Remote advisor assists

PLATFORM

Video RTC **InConcert**

A service that complements the ATM, for customers who need direct advice from a bank agent.

WHERE IT FITS

The ATM handles the transaction; the video module resolves the question the transaction doesn't cover.

The branch doesn't need more officers to offer more advice:
it needs a physical point where an advisor can show up and operate as if they were there in person.

Gipuzkoako Ur Kontsortzioa
Gipuzkoako Urak

Gipuzkoako Urak

Public Sector · Spain

Gipuzkoa water utility consortium

No office

Service in towns with no local office

Bilingual Video

Basque and Spanish on the same kiosk

The project has no formalized quantitative metrics. The value lies in territorial coverage.

Ubiquity · Accessibility & Inclusion

Integration on ICR Evolution

Interactive Powers

Citizen service in Basque and Spanish, in towns with no office.

CHALLENGE

A consortium spanning many small, scattered towns, where keeping an office in each one is unworkable, yet in-person service is still expected.

SOLUTION

A bilingual Spanish/Basque video service kiosk installed in municipal offices, staffed by the consortium's BPO team.

HOW IT WORKS

Citizen arrives at the kiosk → Selects language and taps call → Automatic routing → Consortium agent resolves it

PLATFORM

Video RTC

ICR Evolution

Local closeness with the water utility, even where there's no physical office.

WHY IT MATTERS

Serving in both languages isn't a language detail: it's the condition for the service to actually be used.

Closing offices and opening kiosks isn't cutting back on service: it's the only way to sustain it across a scattered territory.

CPN Cooperativa Policía Nacional

GENESYS

Cooperativa CPN

Financial Services · Ecuador

National Police Cooperative · Savings and credit · Quito

Nationwide

Members stationed far from branches

Direct advisor

Personal service by video call

The project has no formalized quantitative metrics. The documented impact is in coverage and service.

Ubiquity · Identity Verification

Genesys integration with XKale

Interactive Powers

Advisor-backed financial services for members spread across the entire country.

CHALLENGE

Members are police officers stationed throughout the country, far from the cooperative's branches, with schedules that don't fit in-person service hours.

SOLUTION

A video call center for member assistance: direct advisor support by video call for banking and financial needs.

HOW IT WORKS

Member reaches out from their post → Automatic routing → Advisor assists by video → Request resolved with recording

PLATFORM

Video RTC | **Video REC** | **Genesys Cloud**

Recording accompanies every request, making it possible to handle by video operations that used to require an in-person visit.

WHY THIS CHANNEL

The member can't come to the branch, so advisory service has to reach them wherever they're stationed.

When members are spread across the entire country, the branch can't be the only point of contact.

TDB

TRADE & DEVELOPMENT BANK

GENESYS™

TDB Mongolia

Financial Services · Mongolia

Trade & Development Bank · Commercial bank

Vast territory

The physical branch doesn't reach every customer

VIP Video

Recording and oversight under Mongolian law

The project has no formalized quantitative metrics. Control and compliance requirements are the core of this case.

Ubiquity · Identity Verification

Integration on Genesys Cloud

Interactive Powers

Video banking to reach where the branch can't, across a territory with remote areas.

CHALLENGE

A vast territory with low population density: the physical branch doesn't reach every customer. The bank needs to talk to them securely and guarantee operational continuity.

SOLUTION

Video service integrated into the bank's offerings, accessible from web and mobile, with strict control over customer data. VIP service by mobile through the Genesys Cloud CCaaS platform.

HOW IT WORKS

Customer logs in via web or mobile → Requests assistance → Advisor connects via Genesys → Request with recording

PLATFORM

Video RTC | **Video REC** | **Genesys Cloud**

High-security recording with compliance under Mongolian jurisdiction and dedicated control and oversight functions. Service available in Mongolian.

CRITICAL REQUIREMENT

Control over customer data and oversight under local law shaped the entire design.

Where distance is the branch's main competitor, video banking doesn't extend the channel — it replaces it.

Help seguros

GENESYS

Help Seguros

Financial Services · Chile

Health insurance · Grupo Banmédica

Third channel

Video call alongside web and phone

Same toolbar

On equal footing with WhatsApp and phone

The project has no formalized quantitative metrics. It's the second Banmédica group brand to adopt the channel.

Personalized Service · Web Collaboration

Integration on Genesys Cloud

Interactive Powers

Video calling as the virtual branch's third channel, alongside web and phone.

CHALLENGE

Buying and managing health insurance requires advice. Text can inform, but it doesn't convert when a policyholder has coverage questions.

SOLUTION

A video call button on the public website and in the virtual branch, placed in the same toolbar as WhatsApp and phone.

HOW IT WORKS

Policyholder in website or virtual branch → Taps video call → Automatic routing → Advisor resolves or quotes

PLATFORM

Video RTC · Video REC · Genesys Cloud

The second Banmédica group brand to add video service, following the rollout at the main insurer.

BUSINESS SIGNAL

The group repeated the model: after Banmédica, video service extended to Help Seguros.

Placing video calling in the same toolbar as the phone makes it a real option, not a hidden feature of the virtual branch.

renfe

GENESYS

Renfe

Transportation · Spain

Railway operator

Sign language

Service in Spanish Sign Language (LSE) by video call

No companion needed

The deaf traveler handles it independently

The project has no published quantitative metrics. Regulatory accessibility compliance is the required outcome.

Accessibility & Inclusion · Ubiquity

Genesys integration with Sabio Group

Interactive Powers

Deaf travelers talk to Renfe in sign language, from mobile or the web.

CHALLENGE

Renfe's service channels — phone and counter — excluded deaf travelers. Spanish accessibility regulations require an equivalent channel that can serve them and transfer them between interpreters.

SOLUTION

Spanish Sign Language video interpretation by video call from web and mobile: the interpreter mediates between the traveler and the agent. All running on Genesys Cloud, interoperable with voice agents.

HOW IT WORKS

Traveler opens the link → Video call with LSE interpreter → Interpreter connects with Renfe → Request resolved

PLATFORM

Video RTC | **Video REC** | **Genesys Cloud**

The interpreter joins the conversation as a third participant, so the traveler never has to manage two channels.

REGULATORY FRAMEWORK

Accessibility is no longer optional: regulation requires an equivalent channel, not a second-tier alternative.

Accessibility no longer depends on the traveler bringing someone along to speak for them.

Bci


SUCURSAL ACCESIBLE
Bci
ACCESIBLE
Por eso desarrollamos servicios accesibles

GENESYS

Bci

Financial Services · Chile

Bank · Santiago

Sign language

LSCh interpreter by video call

In-branch and remote

Available in-branch and across digital channels

The project has no formalized quantitative metrics. It's part of the bank's stated social objectives.

Accessibility & Inclusion · Personalized Service

Integration on Avaya

Interactive Powers

A deaf person walks into the branch and is served in sign language.

CHALLENGE

Deaf customers depended on a companion to do their banking in branch, which compromised the privacy of their own transactions.

SOLUTION

The Bci Accesible program: Chilean Sign Language interpretation by video call, available both in branch and across remote channels.

HOW IT WORKS

Deaf customer at branch or online → Requests interpreter → Video call with LSCh interpreter → Branch officer assists

PLATFORM

Video RTC **Avaya**

An innovation project aligned with the bank's social objectives, deployed on its existing contact center platform.

WHAT CHANGES

The transaction is no longer shared: the deaf customer handles their banking without a trusted go-between.

> A bank isn't accessible just because it has a ramp:
> it's accessible when a deaf person can handle things alone, without bringing someone to speak for them.


وزارة العدل
MINISTRY OF JUSTICE


Standardized Attorney Fees E-Contract:
Preventive Justice Through Transparent Agreements
What is it?
A standardized electronic contract that governs the attorney-client relationship from the start, establishing a clear framework to advance preventive justice and safeguard the rights of both parties.
How does it achieve preventive justice?
Standardizes the attorney fees contract template
Clearly outlines fees and duties from the outset
Provides enforceability upon registration on the "Nafith" platform
Enables electronic enforcement via "Najiz" without initiating litigation
Why?
Regulating the contractual relationship upfront:
Protects rights prior to any dispute
Minimizes potential conflicts
Reduces reliance on court proceedings
Includes:
Mutually agreed legal fees
Defined scope of legal services
Related documents and notifications
Ensures:
Full documentation of transactions
Client's timely payment obligations
Law firm's return of assets post-payment
Impact:
Fewer disputes between attorneys and clients
Greater trust in legal agreements
Stronger preventive justice in the legal sector
www.moj.gov.sa


Minister of Justice Launches
Second Edition of the Legal Terms Glossaries Series
Goal
To provide a comprehensive and accurate reference for legal terminology, meeting the needs of researchers and specialists, in one easy-to-access resource.
Contribution
Defines more than 150 legal terms drawn from laws, regulations, and other official sources.
www.moj.gov.sa


رقم الهاتف
البريد الإلكتروني
نوع الاستفسار
بدء مكالمة فيديو

GENESYS

Ministry of Justice

Public Sector · Saudi Arabia

Judicial administration

Confidential

Scope and volume under client confidentiality

Evidentiary value

Recording compliant with local jurisdiction

Project subject to confidentiality. Scope, volume, and functional details of the deployment are not disclosed.

Ubiquity · Identity Verification · Authenticity

Deployment with FDS

Interactive Powers

Judicial procedures and claims handled by video, with no need to travel to the courthouse.

CHALLENGE

Judicial administration requires physical presence for proceedings that don't always need it, imposing travel costs on citizens, parties, and officials across a vast territory.

SOLUTION

Video service integrated into the ministry's video contact center, with identity verification, and recording and traceability of judicial processes compliant with local regulations in the Kingdom of Saudi Arabia.

HOW IT WORKS

Request for the procedure → Identity verification → Video call recorded → Proceeding on record

PLATFORM

Video RTC | **Video REC** | **Web ACD** | **Genesys Cloud**

A highly scalable architecture with elevated security requirements, typical of a public-sector deployment.

WHAT THE SECTOR DEMANDS

The recording isn't just an operational log: in the justice system it's evidence, and that shapes the entire architecture.

That's the difference between a video call and a judicial proceeding by video:
what gets recorded carries legal consequences and speeds up its administration.

W2M
WORLD2meet

GENESYS

World2Meet

Travel & Tourism · Spain

Travel wholesaler · Grupo Iberostar

From text to voice

Escalation from WhatsApp and chatbot to a human agent

At the destination

Support once the traveler has already departed

The project has no formalized quantitative metrics. Usage is concentrated in on-destination incidents.

Ubiquity · Resilience

Genesys integration with Sabio Group

Interactive Powers

From chatbot to human voice, once the traveler has already arrived at the destination.

CHALLENGE

Serve agencies and travelers at the destination, outside the phone network. Contact often comes in through WhatsApp or a chatbot and needs to escalate to a human voice agent.

SOLUTION

SPLIT WhatsApp & Messaging: escalation to voice from messaging channels, with automatic routing and context preserved in Salesforce.

HOW IT WORKS

Agency or traveler sends a message → The case requires voice → Direct escalation to agent → Advisor resolves at destination

PLATFORM

Video RTC | Web Caller | Genesys Cloud | Salesforce

Escalation works from any inbound channel, without forcing the traveler to switch apps or repeat their case.

WHY IT MATTERS

The problem shows up once the traveler has already left: the channel has to reach them wherever they are.

In travel, an incident doesn't wait for office hours or for the customer to find coverage to make a call.

TRISON

Trison

Retail Technology · Spain

Audiovisual integration and digital signage

No PSTN

No local phone number needed in each country

Multi-destination

International reach from a single service

The project has no formalized quantitative metrics. The result is the elimination of dependency on local phone numbers.

Ubiquity

With support from Norvoz Telecom

Interactive Powers

International phone presence without a local number in every country.

CHALLENGE

Eliminate PSTN numbering in countries where local carriers and regulation make it hard to operate, without losing contact, voice quality, or operability.

SOLUTION

Digital calls to multiple international destinations, with no dependency on local numbering or carrier agreements in each market.

HOW IT WORKS

User taps to call → Digital voice over data → International routing → Trison team assists

PLATFORM

Video RTC **Web Caller**

The only case in the portfolio outside banking, insurance, and the public sector: digital voice also solves international operations problems.

THE REAL OBSTACLE

Local phone numbering, not voice technology, is what holds back expansion into complex markets.

When local numbering is the obstacle, digital voice removes the problem instead of negotiating it carrier by carrier across multiple countries, each with different conditions. Now voice is digital and universal.

The video channel doesn't require you to switch contact centers

Two independent layers. That's what lets you deploy today and survive a migration tomorrow.

COMMUNICATION LAYER

Video RTC Video calling and digital voice engine

Video REC Video recording and traceability

DISTRIBUTION & ROUTING LAYER

Web ACD Interactive Powers' own ACD platform

Your CCaaS Genesys Cloud, Enghouse, InConcert, ICR Evolution, Avaya...

Interagua and Banco Internacional run on Web ACD. Banco Pichincha, TDB, Renfe, Help Seguros, Banmédica, and Grupo Atlantigo run on Genesys Cloud. Seguros SURA runs on Enghouse, BanBif on InConcert, Gipuzkoako Urak on ICR Evolution, and Bci on Avaya. Banmédica moved from one layer to the other without losing operations or traceability: we're 100% interoperable.

Five patterns that repeat across the seventeen projects

1. **Technology resolves the business's physical limits and raises them to the next level.**

   No added on-site staff at **Interagua**. No dependency on the phone network at **Banco del Pacífico**. No dependency on roaming at **Atlantigo**.

2. **Convergence with the existing CCaaS is a critical success factor.**

   It brought advanced integration expertise to **Banco Pichincha** and let **Banmédica** migrate platforms without losing traceability.

3. **The value of video is concentrated in efficient interaction — something necessary to stand out.**

   It doesn't replace phone or chat in volume. It resolves the most critical fraction of empathy, where text and voice fall short.

4. **Rollout times are short when the scope is well defined.**

   Less than a week at **Banco del Pacífico**. Less than four weeks for six branches at **Interagua**.

5. **The right channel depends on the moment, not on sophistication.**

   Video where the process is complex and needs more attention. Digital voice where there's urgency. The criterion is conversion and operational efficiency.

Let's talk about your case

Any contact center may need transactional video calls.

Europe

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28006 Madrid, Spain

Americas

1001 Brickell Bay Drive, Suite 2700 PMB I6
Miami, FL 33131, United States