OMNIFOX

CONNECT EVERYTHING · CONTROL EVERYTHING

Platform catalog · 2026 Edition

All your company's conversations, in one place.

Omnichannel platform with AI, visual automation, CRM, and integrated telephony. Twenty-four channel types, one inbox, one history per customer.

omnifox.io

24	90	34	160
connectable channel types	automation triggers	tools for AI agents	agent templates by business type



CONTENTS

What you'll find in this catalog

01 · The platform — Architecture, organization, spaces, and teams — 05

Why Omnifox — The nine differences that matter — 08

02 · Channels — All 24 types, WhatsApp, Meta, and web chat in depth — 10

03 · Unified inbox — Service, collaboration, SLA, quality, and cobrowse — 18

04 · Artificial intelligence — Agents, tools, knowledge, and control — 25

05 · Automation — Workflows, integrations, API, SDK, MCP, and n8n — 30

06 · CRM, sales, and operations — Pipeline, industry catalogs, web store, campaigns, appointments, video, and Team — 37

07 · Voice and calls — WhatsApp Calling, softphone, IVR, recording — 57

08 · Reports and analytics — Dashboard, performance, live supervision — 59

09 · Security and compliance — Access, audit, isolation, and mobile app — 62

10 · Use cases — By business area and industry — 66

11 · Implementation — Launch, migration, and support — 70

12 · Plans and investment — Pricing, limits, and feature matrix — 71

Appendices — Buying committee questions and glossary — 74



Everything shown here is in production

This catalog documents features that run in the platform today, and the screenshots are real product screens. When something depends on an external process —approval from a messaging platform, a telephony provider— we state it explicitly. We don't present as available anything that isn't yet.

EXECUTIVE SUMMARY

The problem isn't a lack of channels. It's that each one lives on its own.

WhatsApp on a seller's phone. Instagram on the community manager's. Email in Outlook. Calls on a switch nobody records. When a customer writes a second time, no one knows what was promised the first.

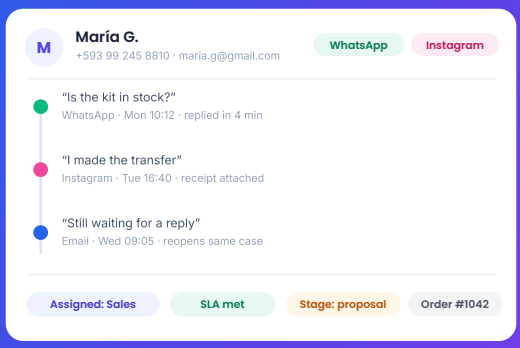
Before



Three conversations, three people, no complete history.

The same customer appears three times in three tools. No one knows what was promised, or who owns the case.

With Omnifox



A single record with everything said in each channel, with owner, timing, and status. The agent sees the history before typing.

What changes, specifically

Day to day	Today, with separate channels	With Omnifox
First response	Depends on who has the phone; at night and on holidays, no one.	AI agents reply instantly 24/7 and hand off to a person when needed.
Customer history	Scattered across phones, emails, and memories; it vanishes when someone quits.	A single record with everything said in any channel, owned by the company.
Work assignment	By verbal agreement; two people answer the same thing and another goes unanswered.	Assignment by teams and rules, with defined scope per person.
Measurement	No one knows how many conversations there were yesterday or how long replies took.	Volume, first response, resolution, and satisfaction by channel, team, and agent.

1
history per customer, not per channel

24/7
support with your own AI agents

0
forced WhatsApp migrations

3
interface languages (es · en · pt)

EXECUTIVE SUMMARY

What changes the day you turn it on

Omnifox isn't just another chat: it's the layer where the whole customer relationship happens —messages, calls, sales, tasks, and data— with rules your company defines.

Nothing gets lost

Every message lands in an inbox with owner, status, and response time. What nobody answers is flagged, not lost on a powered-off phone.

Replies even when no one is there

AI agents work at night, on holidays, and during spikes: they answer, quote, schedule, and take orders; when needed, they hand off to a person with the context already written.

Repetitive work gets automated

Welcomes, qualification, reminders, surveys, internal alerts, CRM adds: you draw them once on a visual canvas and they run on their own.

Operations become measurable

Volume by channel, first response, resolution, satisfaction, performance by agent and by team. With data, not hunches.

Customers stop repeating themselves

The record brings together data, conversations from every channel, opportunities, orders, and tasks. The agent sees the full story before typing the first line.

The company keeps its information

Contacts, history, and conversations belong to the organization, not the seller who leaves. With permissions, audit, and access control.

One platform, not five subscriptions

Omnichannel inbox, AI agents, automations, CRM, catalog and orders, projects, appointments calendar, bulk campaigns, internal communication, and telephony live in the same product and share the same data. No fragile connectors between different vendors.



01

The platform

A shared core and adapters for everything else. That’s how you add channels, modules, and companies without redoing the operation that already works.

- Core-and-adapter architecture: a new channel doesn’t change your rules
- Real multi-org: each organization has its own database
- Workspaces to split brands, branches, or units
- Granular roles and permissions, down to each inbox

01 · THE PLATFORM

One core, many adapters

All channels go through the same engine. There we apply contact identity, routing, AI, automations, and logging. So a rule you write today works for the channel you connect next year.



The channel doesn't define the rule

Tags, teams, schedules, SLA, automations, and reports are cross-cutting. Adding a new channel is just another input, not a new operation.

True real-time

Messages, assignments, and states travel via websockets: what one agent does appears on everyone's screen without reload, on desktop and mobile.

Everything you see, via API

The same data the interface shows is available via REST API and webhooks, with public docs for your IT team.

Built on Laravel 12 and PHP 8.3, MySQL/Aurora database, cache and queues on Valkey/Redis, websockets with Laravel Reverb, React + Inertia UI, installable web app (PWA) and native mobile app for agents.

A big company isn’t one big inbox

Brands, branches, and subsidiaries need real separation: data that never mixes, teams that don’t see each other, and reports per unit. It’s solved in two levels.

Level 1

Organization

Each organization has its own isolated database. Contacts, conversations, files, and settings from one company never share tables with another. It’s the right level for subsidiaries with independent operations and billing.

- Physical data isolation per organization
- Own billing, plan, and limits
- A user can belong to several and switch between them

Level 2

Workspaces

Within an organization, each space groups its channels, teams, inboxes, AI agents, automations, and reports. Use it to split brands, cities, or areas — sales and post-sales — without duplicating the company.

- Channels and teams per space
- An agent only sees spaces they’re a member of
- Reports per space and consolidated
- From 1 to 10 spaces by plan; custom on the Exclusivo plan

Roles and permissions

Role	What it’s for
Owner	Full control, including billing and account closure.
Administrator	Sets up channels, teams, AI agents and automations.
Supervisor	Sees the whole operation, reassigns conversations, and audits quality.
Agent	Works their inbox per the scope assigned.
Billing administrator	Plan, invoices, and payment methods, without entering conversations.
User administrator	User add/remove and permissions, without touching product settings.
Custom role	Build permissions one by one when none of the above fit.

Inbox scope: who can see which conversation

Beyond the role, each member has an inbox scope: only what’s assigned to them, their teams’ items, unassigned, or the whole space. It’s the difference between a sales rep who sees their portfolio and a supervisor who sees the entire floor.

WHY OMNIFOX

What you won’t find elsewhere

Most of these features can be had separately. What doesn’t exist is the set in one product, with the same data and a single invoice. These are the nine differences that matter most in a decision.

01

WhatsApp without migrating

Migrating the number to the official API the classic way is **irreversible**: you lose the phone app sales reps use. Omnifox connects the number by coexistence with a QR code: the phone keeps working and, at the same time, everything flows into the platform with AI, rules, and reports. It’s the difference between a project that starts tomorrow and one the team blocks.

02

One platform, not five

The category sells the omnichannel inbox. Here, in the same product and on the same data, you also get the **CRM**, **project boards**, the **appointment calendar**, the **catalog with orders and quotes**, **bulk campaigns**, **telephony**, **video calls**, and the **team’s internal chat**. No brittle connectors between vendors, no five subscriptions, and no arguing over which system has the right data.

03

Internal chat lives next to the case

Team is internal messaging with spaces, threads, and mentions —what today you solve with another subscription or a WhatsApp group— but connected: a team message becomes an **opportunity** or a **task** with one click, and when you open a customer’s conversation you see what the team said internally about that account.

04

Agents who do, not just reply

Category AI answers FAQs. Omnifox has **34 tools**: checks real stock, quotes, builds the order, books on the calendar by checking availability, simulates financing, updates the CRM, assigns to a team, and calls your ERP. And it comes with **160 templates by business type**: you don’t start from a blank text box.

05

Modules that fit your industry

A generic catalog won't sell an apartment or book a medical visit. Omnifox ships modules with fields and AI tools for **real estate**, **vehicles**, **healthcare** and **courses**, enabled per workspace. The same platform serves two different businesses in the same company without custom builds.

06

Real control of AI spend

Models are grouped by **tiers**, not brands: if a provider fails, the platform switches to the next without breaking the conversation. Usage is visible **by agent and by conversation**, with a daily limit and optional prepaid balance.

07

True data isolation

Each organization operates on **its own database**, not on a shared table with a customer column. For a group with several companies or for a compliance team, that difference is what makes the project viable.

08

Open to your own AIs

Beyond the API and SDKs, Omnifox publishes an **MCP server**: the AI assistants your company already uses can read conversations, create contacts, or log orders in a controlled way.

09

Video, interpreter, and screen share inside the chat

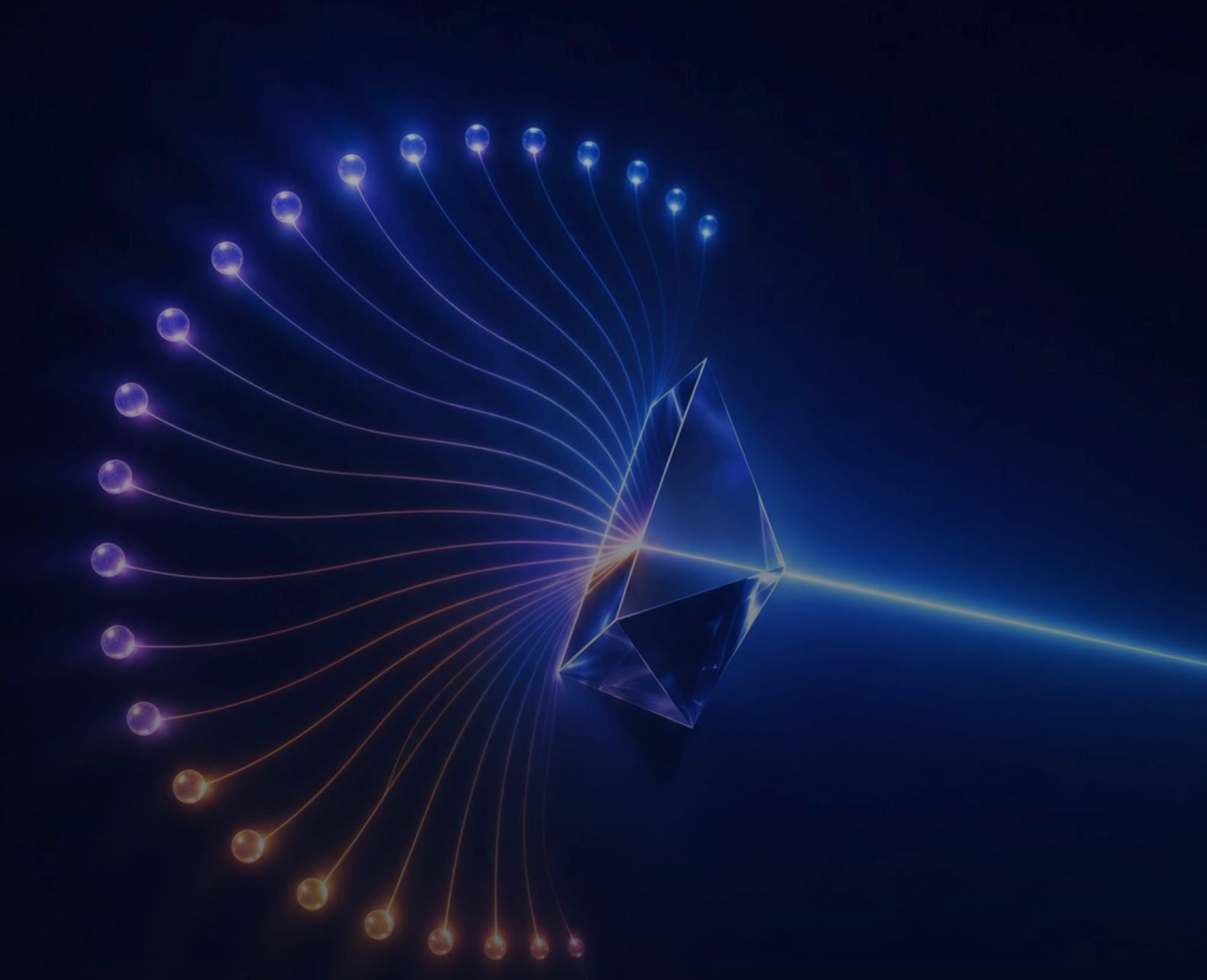
When the conversation needs more than text, you don't leave the platform: **native video calls** scheduled from the chat, which the customer joins with a link and no account; **live translation** in that call —each one hears in their language, with voice or subtitles—; and **co-browsing** to view the customer's screen on your site, with their consent, and guide them.

And several more things you rarely see

- **Serious scheduling:** chained services, slots with waitlist, and nightly bookings
- **IVR on the same canvas** as chat flows
- **Per-channel translation:** the customer types in their language and your agent in theirs
- **Webchat with behavioral triggers** and signed visitor identity
- **Billing per team** and unlimited stored contacts

The question to ask any vendor

Can I connect my number without losing the phone app? Are the CRM, tasks, and calendar from the same product or integrations? Can the AI take an order or only reply? Do I see AI spend per conversation? If any answer is "with a connector" or "it's on the roadmap," you already know what you'll be managing next year.



02

Channels

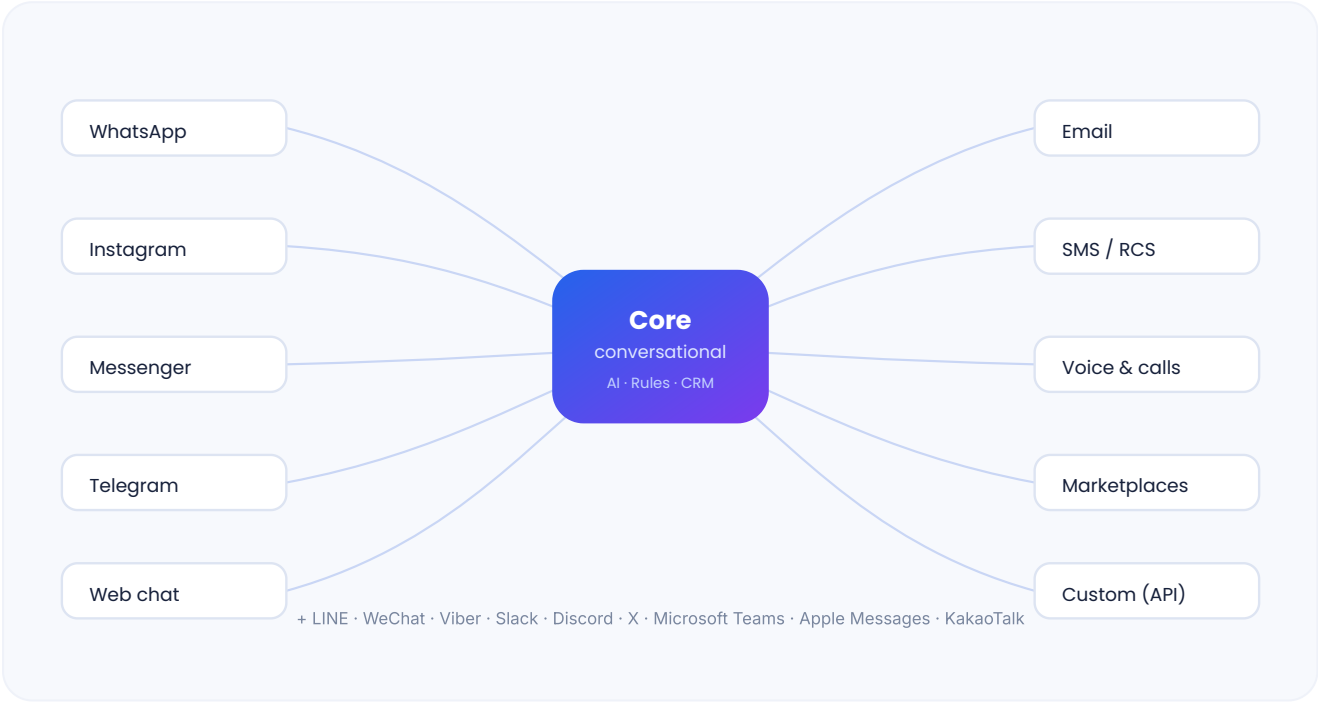
Twenty-four channel types on the same engine. Customers write wherever they want; your Team replies from one place.

- WhatsApp Business API with coexistence: without losing the phone app
- Instagram, Messenger, Telegram, email, SMS, and web chat
- Telephony and voice: WhatsApp calls, Telnyx, Aircall, Dialpad, RingCentral
- Custom channel via webhook for what you already have

02 · CHANNELS

One engine, twenty-four entry points

Each channel is an adapter on the same core. Adding a new one doesn't change how your team works: same conversations, same rules, same reports.



One contact, one thread

If the same customer writes on WhatsApp then on Instagram, the team sees it in one contact card, with both histories visible.

Add channels with no retraining

The rules, tags, teams, and automations you already built apply to the new channel from minute one.

All channels, on almost all plans

All plans include messaging, social, email, and web; voice starts on plan Impulsa. What changes is how many channels you connect.

02 · CHANNELS

Full catalog, real status

We publish each channel's status as of today. Let's start with messaging and web: all connect the same day, with no extra paperwork.

Channel	Status	What it solves	How it connects
WhatsApp Business API	Available	The main sales and support channel in the region	Guided setup from the platform, with or without coexistence
Instagram	Available	Direct messages and story replies	One-click connect to the professional account
Facebook Messenger	Available	Inquiries from the company page	One-click connect to the page
Web chat (widget)	Available	Site visitors, live and with AI	One line of code on your site
Email	Available	Formal cases, quotes, and after-sales	Own server or sending provider
Telegram	Available	Communities and technical support	Your company's bot token
SMS	Available	Alerts and codes where there's no internet	SMS provider account
Slack	Available	Support for customers or teams that live in Slack	App installation
Custom channel (API)	Available	A proprietary system, a portal, or a channel not on the list	Documented inbound and outbound webhook
RCS	Beta	Rich messages in Android's native SMS	Google-verified agent via aggregator
Apple Messages for Business	Beta	Customers writing from iPhone	Requires an active Apple account

No extra channel cost on higher plans

From plan Crece, connected channels are unlimited: you can have one number per branch.

Multiple accounts of the same type

Three WhatsApp numbers, two Instagram accounts, and four emails coexist in the same workspace.

Channel status and health

The platform alerts if a channel disconnects, a token expires, or number quality drops.

02 · CHANNELS

Voice, international markets, and what's next

Telephony on the providers the company already has, regional messaging for global ops, and connectors pending external enablement.

Channel	Status	What it solves	How it connects
WhatsApp calls	Available	Talk without leaving the channel the customer already uses	Enabled on the WhatsApp channel (from Impulsa)
Telnyx	Available	Inbound and outbound telephony with your own numbers	Customer account credentials
Aircall	Available	Existing call center in the company	Customer account credentials
Dialpad	Available	Corporate cloud telephony	Customer account credentials
RingCentral	Available	Corporate PBX with messaging	Customer account credentials
LINE	Available	Asian markets (Japan, Thailand, Taiwan)	Official channel credentials
WeChat	Available	Customers and suppliers in China	Official account credentials
Viber	Available	Eastern Europe and the Philippines	Business channel token
Mercado Libre	In preparation	Marketplace questions and after-sales	Connector ready, pending enablement
TikTok	In preparation	Messages from the shop and ads	Connector ready, pending approval
Microsoft Teams	In preparation	Corporate customers who work in Teams	Connector ready, pending enablement
Discord	In preparation	Product and support communities	Connector ready, pending enablement
KakaoTalk · X (DM)	In preparation	South Korea and direct messages on X	Connector ready, pending provider requirements

Statuses are managed from the Omnifox dashboard and can be enabled early for a specific organization when the customer already has the provider's permissions.

Twenty-four types, one way to work

Whatever the channel, the conversation lands in the same inbox, is routed by the same rules, handled by the same AI agent if defined, and appears in the same report. That's the difference between having many channels and being truly omnichannel.

02 · CHANNELS

WhatsApp, without turning off what already works

The usual objection to professionalizing WhatsApp is losing the phone app: sellers rely on it. With coexistence you don't have to choose.

Coexistence: the phone stays alive

Connect the number by scanning a QR code. The team keeps using WhatsApp Business on the phone and, at the same time, all conversations appear in the platform: history, AI, routing, and reports. No migration, no lost chats, and no forcing anyone to change habits on day one.

1. **Connect the number**

   Guided setup from the platform. New number with the official API, or the one the company already uses with coexistence.

2. **History comes in**

   When connecting via coexistence, recent phone conversations are imported, so you don't start from zero.

3. **Work is assigned**

   Conversations are assigned by rules: sales team, support, by schedule, or by what the customer says.

4. **It gets measured**

   First-response time, resolution, CSAT, and volume per agent, from the first message.

Message templates

Create, submit for approval, and use them from the platform, with variables, buttons, header image or document. Automation notifies when a template is approved, rejected, or its quality changes.

24-hour window

The platform shows how much of the service window remains and prevents sends that would be rejected: when it's closed, it suggests the right template instead of failing silently.

Click to WhatsApp from ads

Conversations coming from an ad arrive tagged with their source, to measure which campaign drove which sale.

What most platforms don't tell you

Migrating a number to the official API is irreversible: you lose the phone app. That's why we offer both paths and explain the difference before touching anything. The company decides how fast to professionalize the channel, not the provider.

02 · CHANNELS

Each channel, with what sets it apart

An adapter isn't just “receiving text”. Each channel brings its formats, its limits, and its signals, and the platform respects them instead of flattening them.

Instagram and Messenger

Direct messages, story replies, and comments that become a conversation. Names and profile photos come from Meta, and the conversation links to the same contact who writes on WhatsApp.

Web chat

Native widget for your site: real time, with AI, visitor history, behavior triggers (time on page, exit intent), and capture forms.

Email

A true shared inbox: threads, attachments, signatures, and team replies on the same case, with no internal forwards or BCCs.

SMS and RCS

Operational alerts where there's no data, and rich messages with cards and buttons on Android devices that support RCS.

Voice and telephony

Inbound and outbound calls from the browser, with IVR, callback queue, recording, and logging on the customer's record.

Custom channel

One inbound and one outbound webhook are enough to connect a portal, an app, or a legacy system, with the same rules and reports as the rest. From plan Escala.

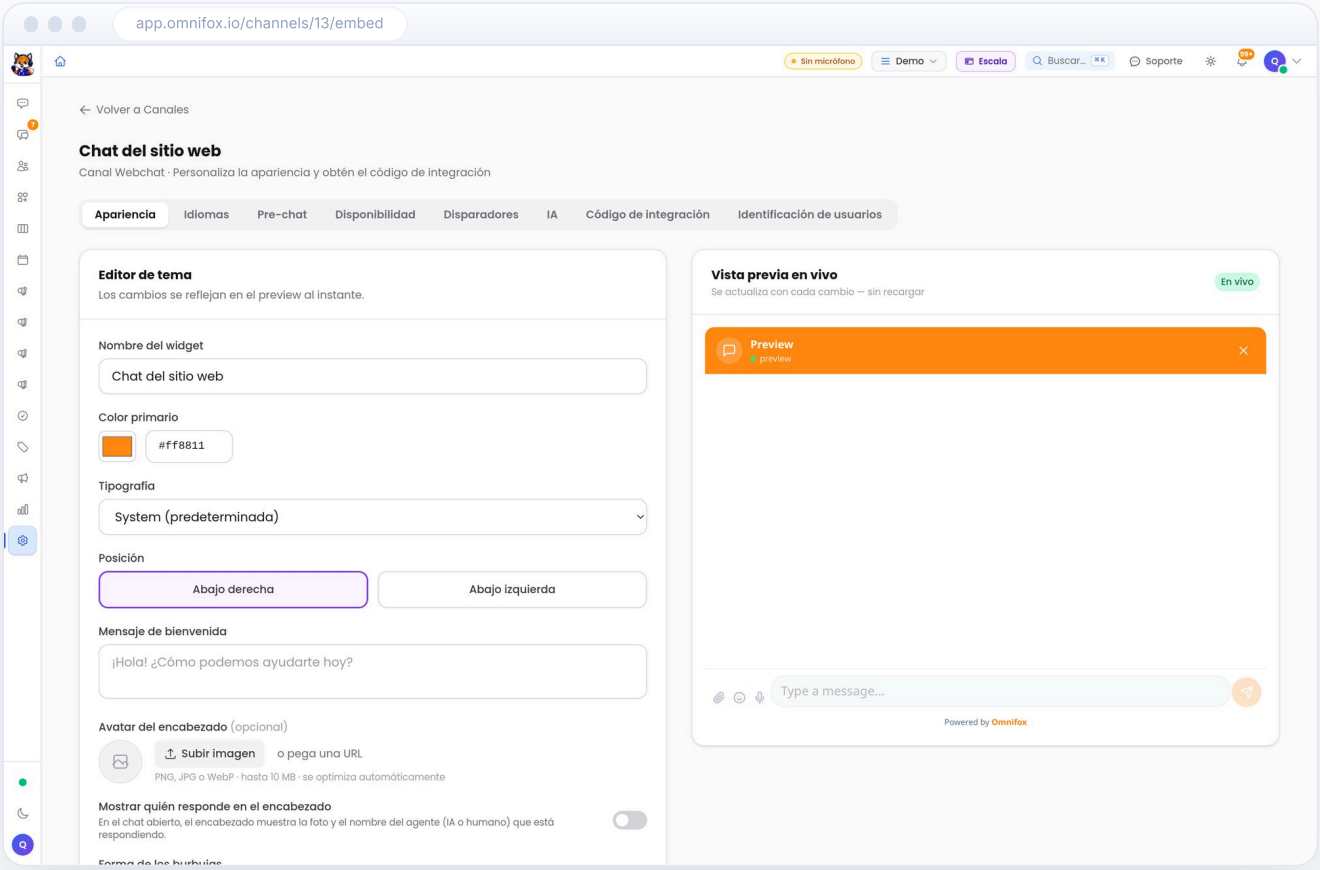
Contact identity across channels

Each channel identifies the person in its own way: a phone number, an Instagram user, an email. Omnifox maintains an identity record per contact, so conversations from different channels group in the same profile without duplicating customers. When two records turn out to be the same person, they merge while keeping full history.

02 · CHANNELS

Your website chat: the most underrated channel

Almost every company installs a chat on their site, leaves the default settings, and decides it "doesn't work." The Omnifox widget isn't a waiting bubble: it's a channel with its own look, pre-chat form, languages, hours, AI, and behavior-based triggers.



Real product screen. Widget editor with live preview — each change shows instantly, no reload — and the eight settings tabs: appearance, languages, pre-chat form, availability, triggers, AI, embed code, and user identification.

Installs in one line

A code snippet on your site and the channel goes live. No plugins or dev work.

On-brand

Color, typography, position, bubble shape and size, avatar, sound, and custom CSS.

Only on your domains

The widget is bound to the origins you authorize: no one can embed it elsewhere.

Three rules worth more than a hundred visits

1. On the pricing page, after 40 seconds: "Need help choosing a plan?". **2.** At checkout, on exit intent, the AI asks if there was a payment issue. **3.** Off-hours, capture the email; in the morning the rep finds the case open, with the page they wrote from and their history.

A chat that starts the conversation

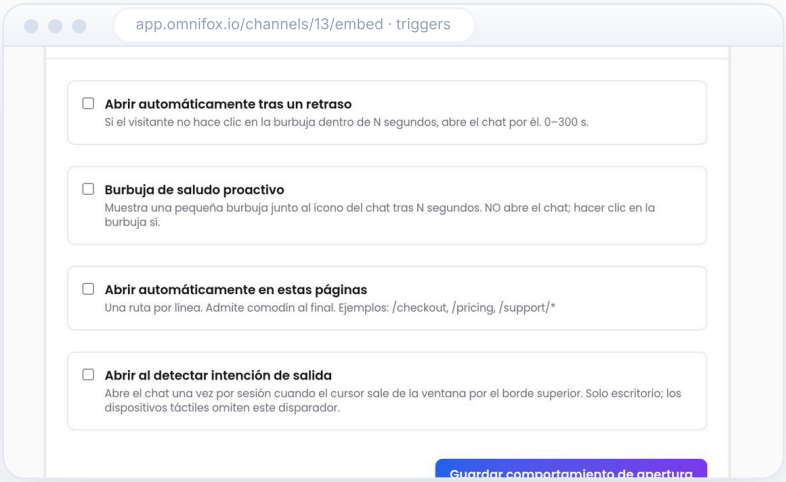
The difference between a decorative widget and a channel that sells is triggers: rules that decide when to open, what to say, and whom to alert, based on what the visitor is doing right then.

When it appears

- After N seconds of no interaction
- At a given scroll percentage
- On exit intent
- Only on specific pages (/precios, /checkout)
- After inactivity
- Only on desktop, mobile, or tablet
- During or outside business hours

How often

Once per session, per day, per visitor, or on every page load, with configurable cooldown to avoid being intrusive.



Real screen. Each trigger combines conditions with AND/OR logic and performs an action; all are off by default.

What it can do when triggered

Open the chat

With a message written for that specific page.

Greet without opening

Discreet bubble by the icon: invites without interrupting.

Start with AI

The agent starts the chat and qualifies the visitor automatically.

Run a flow

Tag, notify a rep, or create the opportunity.

What the widget also includes

- Pre-chat form with fields you define
- Department picker: sales, support, billing
- Language selector and auto-detection
- Email capture outside hours
- Files, emojis, and voice notes

And what almost nobody has

- **Signed identification:** if the visitor logged in to your site, the chat recognizes them reliably
- **Cobrowse:** see their screen with permission and guide them live (add-on)
- **Embedded booking:** schedule without leaving the chat
- **Cross-channel history:** someone who wrote on WhatsApp yesterday continues the same conversation



03

Unified inbox

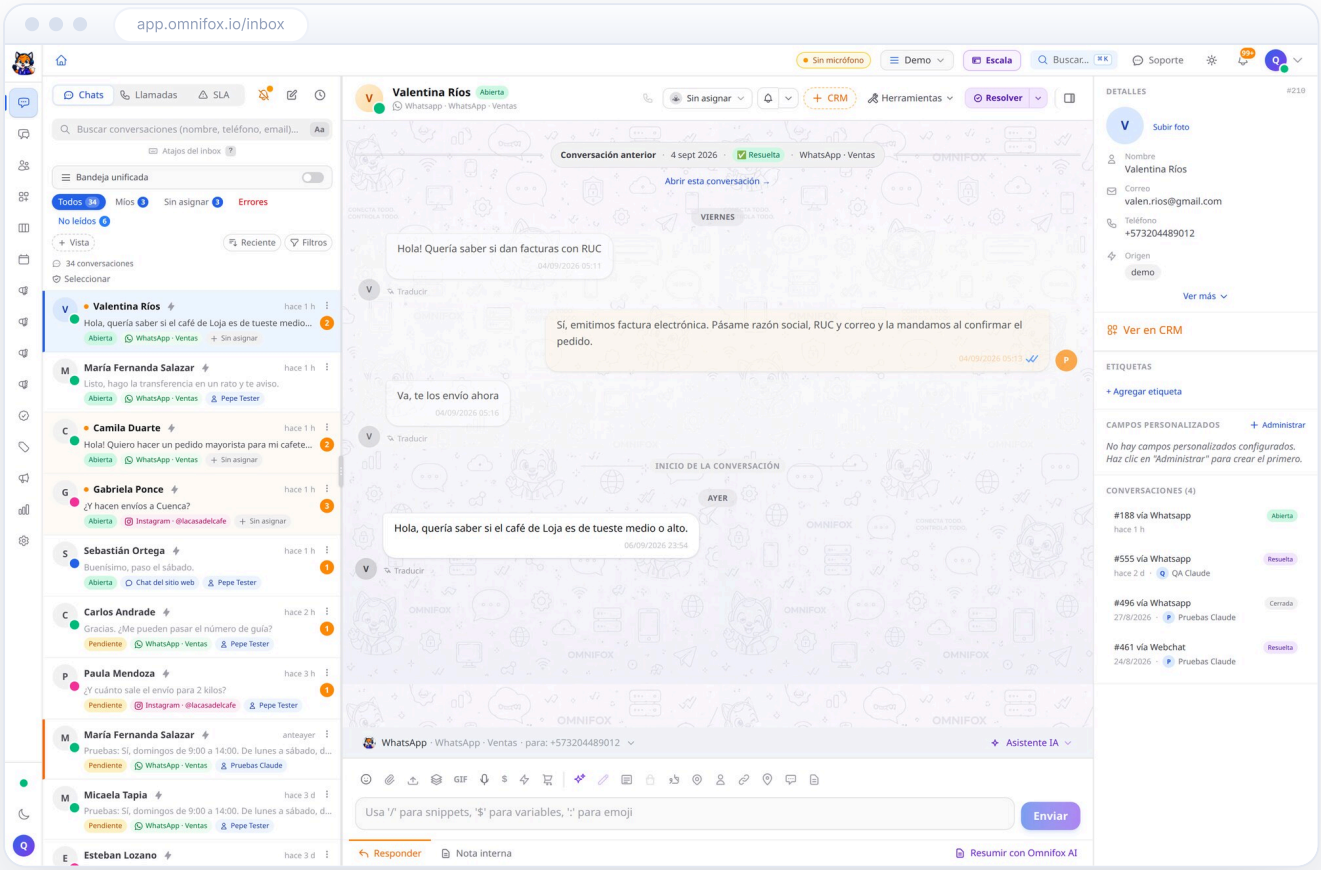
Where your Team spends the day. Fast, organized, with customer context always in view.

- All channels in one list, or split by inbox
- Team assignment, routing rules, and per-user scope
- Internal notes, mentions, quick replies, and auto-translation
- SLA, inactivity reminders, auto-close, and surveys

03 · UNIFIED INBOX

Three columns: the list, the conversation, and the customer

Left: everything coming in. Center: the full thread, regardless of channel.
Right: who they are, what they bought, and what was promised before.



Real product screen. Unified inbox with conversations from WhatsApp, Instagram, and web chat; contact panel with history of the same customer's prior conversations, tags, custom fields, and direct access to their CRM record.

Filters and views

Save your own filters —"unassigned today", "VIP customers"— and return to them in one click.

Keyboard shortcuts

Assign, resolve, snooze, mark read, and search without leaving the keyboard.

Unified inbox or per channel

See everything together or split by channel, matching how each Team works.

Real time

Messages, statuses, and assignments appear instantly on every screen.

03 · UNIFIED INBOX

How a team works inside a conversation

Support isn't just typing: it's routing, consulting, leaving a trace, and not answering the same thing twice.

Assignment and teams

Conversations assigned to a person or a team. Routing can be manual, round-robin, by workload, or by automation rules.

Internal notes and mentions

Comments the customer never sees, with mentions to a teammate to ask for help without taking the case out of its thread.

Quick replies

Snippets with contact variables, personal or team-shared, inserted by typing "/". The usual answers, no copy-paste.

Automatic translation

The customer writes in their language and your agent reads in theirs; the reply goes out translated. Per-channel settings, with the original always available.

AI summary

One click summarizes the whole conversation. Useful on handoffs, when reopening an old case, or reviewing the prior shift's work.

Snooze and reopen

If a case waits on the customer, snooze it and it returns to the inbox at the set time, instead of staying open and skewing metrics.

Everything you can send

- Formatted text and emojis
- Images and galleries
- Documents and PDFs
- Audio and voice notes
- Videos
- Location
- Stickers and GIFs
- WhatsApp templates
- Interactive buttons and lists
- Catalog products
- Payment links
- Files from the media library

03 · UNIFIED INBOX

Nothing left unanswered

The difference between a team that “replies when it can” and one that delivers isn’t willpower: it’s written, visible rules.

SLA policies

Target first-response and resolution times, by channel, team, or priority. Risky conversations are flagged before breach, and breaches can trigger an alert or auto-reassignment.

Business hours

Hours by workspace or by channel, with holidays. After hours, AI or an automatic message replies, and the case is queued for the next day.

Inactivity alerts

If the customer stops replying, or an agent has a stalled conversation, the platform alerts and can escalate or close per the rule.

Auto-close

Inactive conversations resolve themselves after the time you set, with an optional courtesy message. The inbox reflects real work, not backlog.

Satisfaction surveys

On closure, the customer gets a survey with a unique link: they rate without signing in. The score stays on the conversation, the agent, and the report.

Agent quality

Conversation reviews with company-defined criteria to assess tone, compliance, and resolution. Useful to train with real cases, not hunches.

Co-browsing

When the customer can’t explain what’s happening on your site, the agent can see their screen —with explicit consent and sensitive fields masked— and guide them live. Separate add-on; detailed on the next pages.

Internal team communication

Beyond the customer inbox, the platform includes an internal space with channels, DMs, threads, mentions, and reactions. Case discussions happen where the case lives, not in another app.

03 · UNIFIED INBOX

What surrounds the conversation

Around the inbox there's a set of tools that rarely appear in demos and that, day to day, keep operations running.

Co-browsing (cobrowse)

When a customer can't explain what's happening on your site, the agent sees their screen —with explicit consent, sensitive fields hidden, and a session that ends when the customer wants— and guides them live. Cuts 30 minutes of typing to minutes. Add-on sold separately.

Your own help center

Your company publishes its articles and FAQs on a public site with its identity. Agents insert them into the conversation, and AI agents use them as a source to answer.

Media library

A shared repository with the images, catalogs, videos, and documents the team sends every day. Insert in one click, without hunting through anyone's desktop.

Lead capture forms

Native forms that create the contact, tag it, and start a conversation or a flow. Useful for campaigns, trade shows, landing pages, or internal requests.

Callback queue

Missed calls don't vanish: they go into a queue with priority and an owner, and you log whether they were returned and with what outcome.

Social media comments

Comments on Facebook and Instagram posts are handled in the platform and can be turned into a private conversation with the same contact.

Agent QA

Structured review of conversations using your company's criteria —tone, process adherence, resolution— to train with real cases and not impressions. Results are kept per agent and feed the performance report.

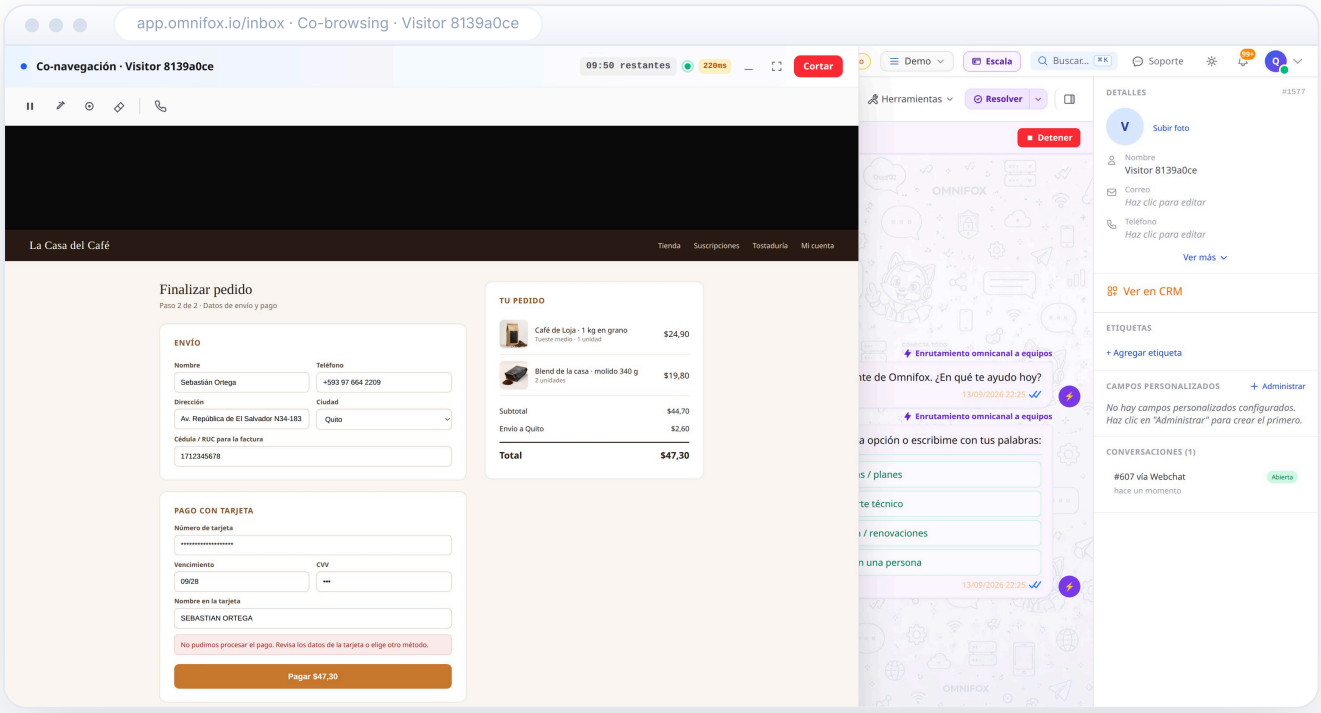
Notifications wherever you are

On-screen alert, sound, browser notification, and push to phone when a message arrives, a case is assigned, or an SLA expires. Each person configures their own.

03 · UNIFIED INBOX

Co-browsing: see the customer's screen and guide them

"It won't let me pay," "where do I enter the code?" In text, those chats take half an hour of screenshots and guesswork. With co-browsing, the agent sees the customer's page in real time —with their consent— and walks them through to the end.



Actual product screen. The agent sees, inside the inbox, the checkout page where the visitor got stuck. The card number and security code arrive hidden (••••), the timer is visible, and "Cut" ends it. Top: pause, draw, point, erase marks, and voice call.

Nothing to install

Works with the web chat widget already on your site. The customer downloads nothing and shares no desktop —only your site tab.

See, point, and act

The agent clicks, types, and scrolls the customer's page; draws or points where to look; and can start a voice call without leaving the panel.

From the conversation or from Radar

A button in the web chat starts the session. **Radar** shows in real time who's on your site and on which page, so you can connect from there.

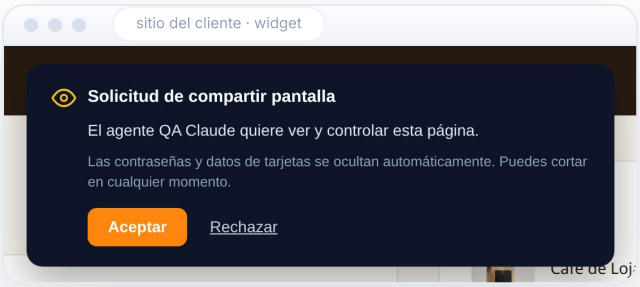
Where it changes the outcome

Failed payments: the agent sees the exact error and fixes it with the customer. **Long forms:** applications and signups guided field by field. **Support:** the customer doesn't describe the screen—they show it. **Assisted selling:** compare and close the purchase in the same session.

03 · UNIFIED INBOX

With consent, with limits, and with data hidden

Seeing someone's screen is an act of trust. That's why co-browsing starts from the customer: nothing begins without their "Accept", nothing sensitive is transmitted, and the session ends whenever they want.



Actual screen. What the visitor sees on your site: who asks to see the page, what is hidden, and that they can cut anytime. While the session lasts, an indicator with remaining time and the "Cut" button stays visible.

Privacy and control

- **Explicit consent:** the visitor accepts or rejects; without a response, the request expires
- **Sensitive data hidden at the source:** passwords, card numbers, and security codes travel masked — the agent sees "••••"— and the site can flag other fields
- **The agent cannot type** in a masked field
- **Only your site tab,** never the desktop or other windows
- **Sessions of 10 minutes** maximum, with a warning before ending
- **Per-user permission:** the admin decides which team members can start it
- **Logging:** each session records who, when, how long, and how it ended

Complemento Co-navegación · purchased separately from any plan

Tier	Monthly	Concurrent sessions	Per-session duration	Channel
Standard	$50	3	10 min	Web chat
Pro	$90	6	10 min	Web chat
Business	$150	10	10 min	Web chat
Enterprise	custom	custom	custom	Web chat

Prices in USD, per organization per month. Activate online with card or by bank transfer (1, 3, 6, or 12 months). Concurrent sessions are counted across the organization; once at the limit, no new one opens until another ends.

How it looks in operation: the customer writes in web chat → the agent clicks "Start co-browsing" → the customer accepts → the agent sees the page, points and guides → either one cuts. All within the same inbox conversation, with the usual history, notes, and contact.



04

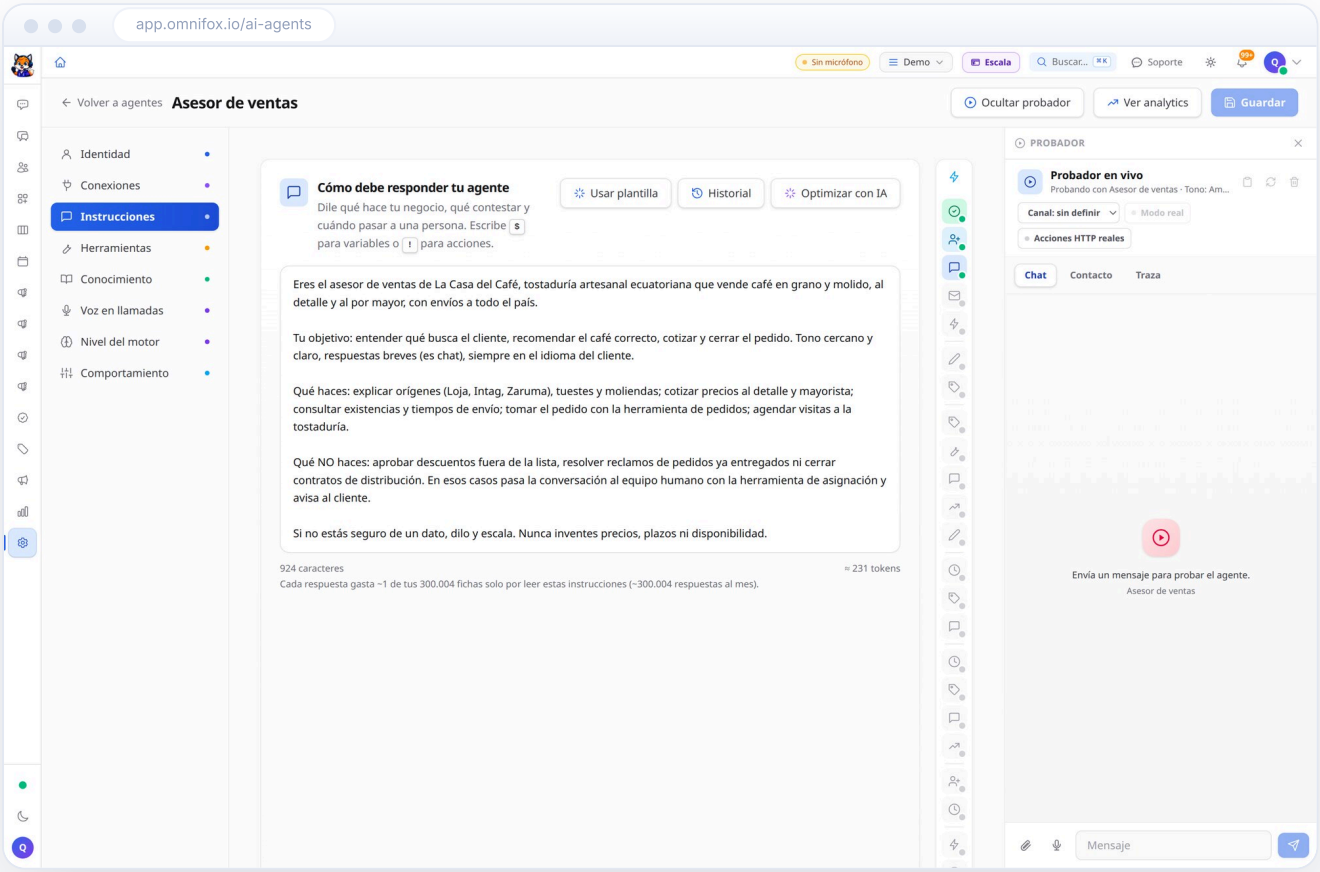
Artificial intelligence

Not a fixed-reply chatbot: agents that understand, consult your data, take actions, and know when to hand off to a human.

- 34 real tools: quote, schedule, take orders, assign, look up
- 160 agent templates by business type, ready to adapt
- Own knowledge base: answers with your information, not the internet's
- Handoff to humans with context, and cost control by plan

An agent is configured, not coded

Eight sections get an agent working: who it is, which channels it answers, what to say, what it can do, what it knows, how it talks on the phone, how much reasoning power to use, and how it behaves when unsure.



Real product screen. Agent instructions in natural language, a live tester on the right to chat with it before showing it to a customer, and the estimated cost of each reply calculated on screen.

Starts off disabled

No agent starts replying on its own: turning it on is an explicit decision, after testing.

Live tester

Chat with the agent without spending real messages and review step by step which tools it used.

Custom hours

It can work only after hours, only at night, or always, as the team needs.

Multiple agents

One for sales, one for support, one for collections: each with its channel, tone, and permissions.

04 · ARTIFICIAL INTELLIGENCE

What separates an assistant from a bot: tools

A bot replies. An agent checks the catalog, calculates a price, books an appointment, logs the order, and alerts the seller. These are the tools that are turned on one by one.

Sales and catalog

- Search products and check stock
- Send photos and product sheets
- Check prices and lists by customer type
- Create an order with its items
- Generate a quote

Calendar and appointments

- Check real calendar availability
- Book, reschedule, and cancel appointments
- Schedule meetings with the sales team

Conversation and team

- Assign the conversation to a person or team
- Transfer to another specialized AI agent
- Leave an internal note for the next person
- Close the conversation when the case is done
- Handle and triage a call
- Notify a department by internal email

Customer and context

- Update contact record data
- Add and remove tags
- Move the lifecycle stage
- Recall the customer's past interactions
- Check the customer's account status

Knowledge

- Search the help center and FAQs
- Send documents and files from the knowledge base

Connection to your systems

- Call an external API (your ERP, your ticketing system)
- Trigger an automation flow
- Custom actions defined by your team

Tools by industry. Beyond the general ones, there are sector-specific tools —medical, real estate, vehicles, service appointments— that turn on only for the agents that need them.

04 · ARTIFICIAL INTELLIGENCE

Have it answer with your information, and know when to step aside

The two risks of an automated assistant are making things up and not letting go. They're solved with your own knowledge and clear handoff rules.

Knowledge base

Your documents, its answers

Upload policies, price lists, manuals, FAQs, and help center articles. The agent searches that material and replies citing what your company wrote, not what it found on the internet.

Files it can send

Spec sheets, PDF catalogs, product photos: the agent sends them when the customer asks, instead of describing them in words.

Understands images and audio

The customer sends a receipt photo or a voice note and the agent interprets them. In practice, most WhatsApp messages aren't text.

Handoff to a person

When it hands off

When the customer asks, when the topic is out of scope, when it detects frustration, when a tool fails, or when the conversation stalls. Each reason is configurable.

With the context already written

On transfer it leaves a summary and the data it gathered. The person who takes it doesn't start by asking "how can I help you?".

And knows to stay quiet

If a human starts replying —even from a phone in a coexistence channel— the agent stops automatically so it doesn't talk over the seller.

What happens when it doesn't know

You define how it acts when unsure: it can acknowledge it and offer a handoff, ask for more data, or search the knowledge base before answering. What it never does by default is invent a price, a timeframe, or a condition.

04 · ARTIFICIAL INTELLIGENCE

Control over spend and quality

Every company asks before turning on AI how much it will cost and how to know if it answers well. Both are answered inside the product.

Credit included per plan

Each plan includes monthly AI credit. Usage is visible on screen, by agent and by conversation, with no end-of-month surprises.

Usage meter

Detailed usage report: which agent consumed, in which channel, and in which conversation. You can set a daily limit per agent.

Optional prepaid balance

If demand spikes one month, the organization can top up usage credit instead of running out of service.

Model tiers

Not every conversation needs the most expensive model. Omnifox groups models into tiers, and each agent uses the one that fits: a fast, economical one for common answers, an intermediate one for most cases, and a deep reasoning one for complex conversations. If a provider fails, the platform switches to the next without the customer noticing.

Practical advantage: the customer chooses the level of intelligence, not a model name that will be obsolete in six months. When a better model appears, it goes into the corresponding tier and all agents improve without changing anything.

Measurable quality

Analytics per agent

How many conversations it resolved, how many it escalated, what it cost, and with what satisfaction.

Experiments

Compare two versions of the same agent on real conversations before publishing the change.

Sandbox

An environment to test instructions and tools without affecting any customer.



05

Automation

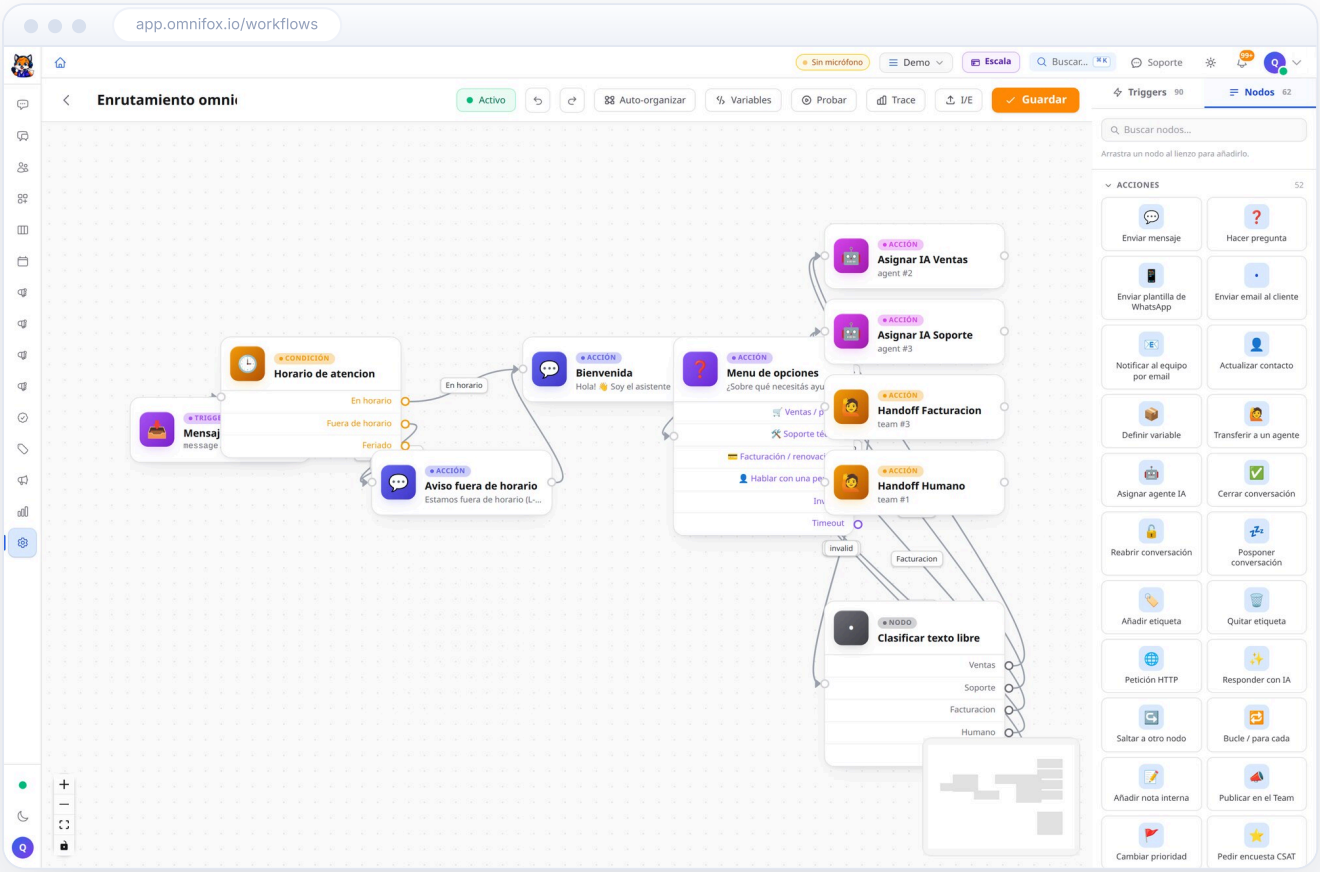
What your team repeats daily, drawn once and run the same every time. No coding.

- Visual canvas: drag, connect, and test before publishing
- 90 triggers: messages, calls, appointments, orders, tasks, time
- 52 actions across conversation, CRM, catalog, calendar, and team
- Connect to your systems via API, webhooks, and ready-made integrations

05 · AUTOMATION

Draw it, test it, then turn it on

Each flow starts with a trigger, continues with conditions, and ends in actions. See it end to end on screen, run it step by step in test mode, and get a log of every run.



Real product screen. Omnichannel routing flow: checks business hours, greets, offers a menu, classifies what the customer writes in free text, and routes to a sales AI agent, a support AI agent, or a human billing team.

Test mode

Run the flow with sample data and see which path it took and why.

Execution trace

Every run is logged node by node—useful when something didn't go as expected.

Variables

Contact and message data, or values computed in the flow, reusable in any step.

Import and export

Save a flow as a file and move it to another workspace or company.

05 · AUTOMATION

90 ways something can start

A trigger is what starts a flow. They cover the whole operation, not just messaging: an automation can start from a missed call, a canceled appointment, or an overdue task.

Messaging

Message received, delivered, read, failed; button clicked; list option chosen; reaction; reply to a prior flow.

Also: WhatsApp template approved, rejected, or paused, and number quality changes.

Conversation

Opened, closed, resolved, pending; reassigned; SLA breached; auto-close by inactivity; satisfaction survey received.

Also: customer not responding, agent not responding, conversation on hold.

Contacts and CRM

Contact created; field updated; tag added or removed; lifecycle stage changed.

Opportunity created, won, lost, moved stage, no activity, or stuck too many days.

Calls

Received, answered, missed, rejected, ended; duration above a threshold; customer's first call; repeat caller.

Also: after hours, menu option chosen, menu abandoned, recording ready or transcribed, voicemail received.

Appointments and orders

Appointment created, confirmed, rescheduled, canceled, no-show, completed; reminder due; slot freed; promoted from waitlist.

Order created, confirmed, paid, canceled, or status changed.

Tasks, time, and system

Task created, assigned, moved across columns, due soon or overdue; mention in internal chat; team reminder.

Scheduled by date and time, relative to an event, incoming webhook from another system, channel disconnected.

Per-trigger filters. Each trigger has its own conditions—only this channel, only if the contact has a certain tag, only the first time per customer—so the flow runs exactly when it should, not on every message.

05 · AUTOMATION

52 actions to get the job done

Actions go beyond “send a message”: they write to the CRM, create tasks, move orders, book appointments, and call your systems.

Talk to the customer

- Send a message on the conversation’s channel
- Send a WhatsApp template with variables
- Send an email to the customer
- Ask a question and wait for the response
- Schedule a message for later
- Reply with AI at that point in the flow
- Request a satisfaction survey

Manage the conversation

- Assign to an agent, a team, or an AI agent
- Transfer to a person with context
- Close, reopen, or snooze
- Change the priority
- Add or remove tags
- Leave an internal note
- Wait for the agent’s reply before continuing

CRM, catalog, and calendar

- Create or update contact and company
- Create an opportunity, move its stage, assign an owner
- Change lifecycle stage
- Log an activity on the record
- Update an order’s status
- Create, reschedule, or cancel an appointment
- Mark a no-show or add to waitlist

Team, tasks, and systems

- Create a task or board item, with owner and date
- Notify a person or post in internal chat
- Send an internal email to the right area
- Call an external API (HTTP request)
- Write a row in Google Sheets
- Create or update a contact in HubSpot
- Call another flow and return

And the logic that orders them

Conditions

“If this, then that” branches with multiple combined criteria.

Waits

Pause for minutes, hours, or days, or wait until an event occurs.

Loops and parallel

Repeat for each item in a list or run two branches at once.

Error handling

Catch a step’s failure and continue down an alternate path.

05 · AUTOMATION

Connected to what your company already uses

No large company changes everything at once. Omnifox integrates with the tools already in place, and exposes everything it does so your IT team can build what's missing.

CRM and sales

- HubSpot
- Salesforce
- Google Sheets

E-commerce

- Shopify
- WooCommerce
- WordPress and Wix

Calendar and meetings

- Google Calendar
- Calendly and Cal.com
- Zoom, Google Meet, Teams

Documents and signing

- DocuSign
- PandaDoc
- Dropbox Sign · Notion

Email and payments

- Gmail and Outlook
- Stripe
- PayPal

Orchestrators

- n8n (native nodes)
- Zapier
- Make

For your tech team

Documented REST API with over sixty endpoints, workspace-scoped keys, outgoing webhooks with retries, and incoming webhooks that trigger flows. There's also an MCP server, so your own AI tools operate on Omnifox securely.

- Public docs and a sandbox
- Keys with scoped, revocable permissions
- Real-time events over websocket

When the integration doesn't exist

The HTTP request node and custom actions let you call any API-driven system —a local ERP, a booking engine, an internal service—without waiting for us to build a connector.

05 · AUTOMATION

For your tech team

Everything the UI does can be done programmatically. The platform isn't a sealed box: it's an API with an interface on top.

Documented REST API

187 endpoints described in a public OpenAPI file: conversations, messages, contacts, CRM, projects, calendar, catalog, channels, tags, custom fields, flows, and teams.

Scoped API keys

Each API key is tied to a workspace and a permission set, can be revoked in one click, and leaves an audit trail. No shared master password.

Bidirectional webhooks

Outgoing: your system gets every message, status change, or CRM event, with retries and delivery logs. **Incoming:** a call from your ERP triggers a flow inside Omnifox.

Real-time events

The same websockets that power the inbox are available to your apps: messages, assignments, and presence—without polling the API every second.

05 · AUTOMATION

Official libraries and connectors

So integrating doesn't mean writing an HTTP client from scratch, nor waiting for us to build the connector your team needs today.

Packages we publish and maintain

Node and Python SDKs

Packages published and maintained by us, with typing, retries, and pagination handled.

```
npm install @omnifox/sdk
pip install omnifox
```

MCP server

So your own AI tools —Claude, your internal assistants— operate on Omnifox in a controlled way: read conversations, create contacts, log orders.

```
npx @omnifox/mcp-server
```

First-party nodes for n8n

Community package **n8n-nodes-omnifox**: action node (list, get, assign, change status, create or update contact, send message, tag) and webhook trigger node, with its own credential. If your team already orchestrates in n8n, Omnifox is one more piece.

Zapier and Make

For no-code automations with the thousands of apps those platforms already connect, when building a custom integration isn't justified.

And if your system speaks no standard protocol

There's the custom channel: two webhooks —one inbound and one outbound— turn any portal or legacy system into another inbox channel, with the same rules, the same AI, and the same reports as WhatsApp.



06

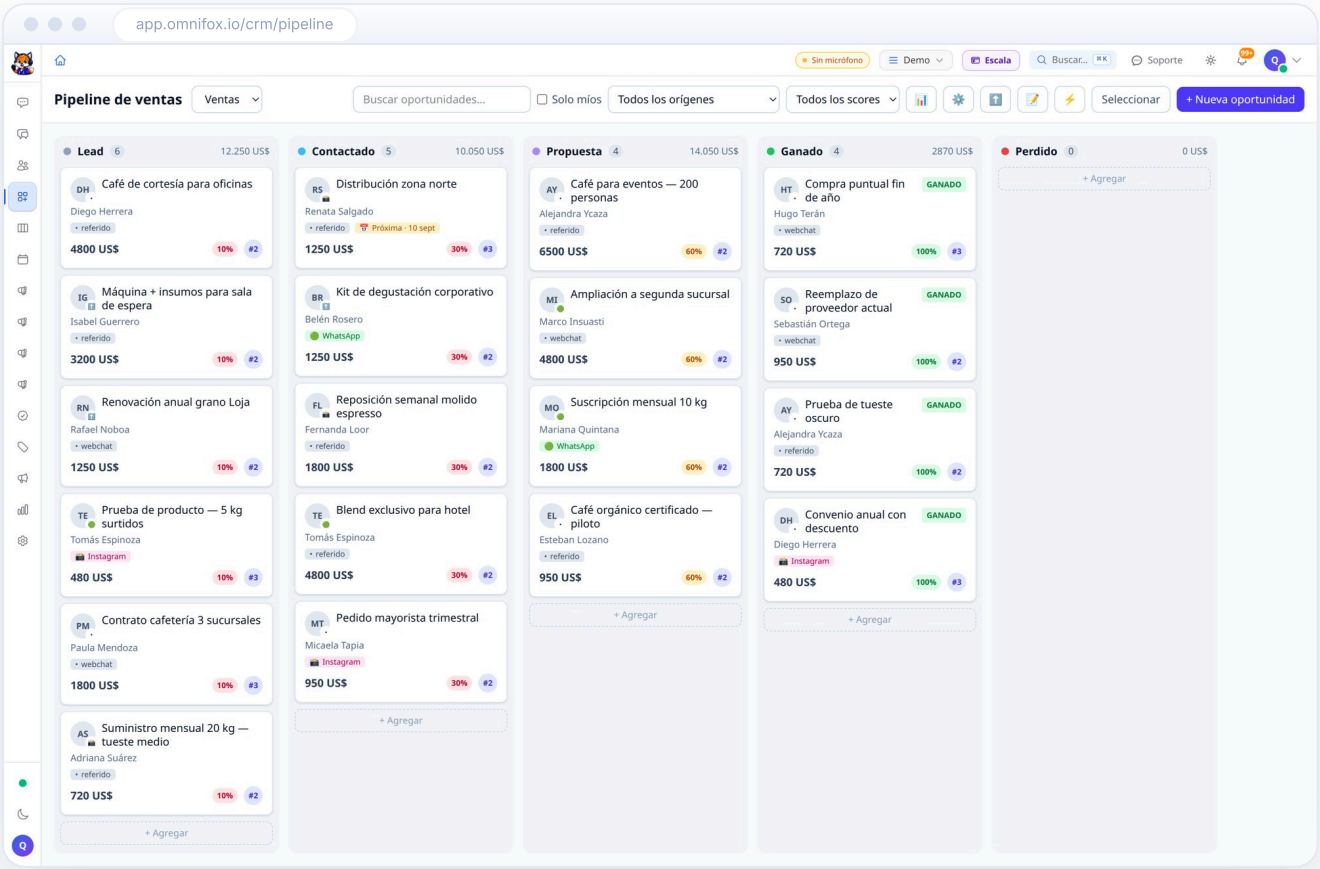
CRM, sales and operations

The CRM where your customers already are: the profile, pipeline, catalog, orders, tasks, and calendar, powered by real conversations.

- Visual opportunity pipeline with value, probability, and source
- 360° profile of contact and company, with full history
- Catalog, orders, and quotes inside the conversation
- Projects, tasks, bulk campaigns, and appointment calendar

The pipeline fills itself, because it starts in chat

Most CRMs fail for the same reason: nobody enters the data. Here the opportunity is created from the conversation —by hand, by rule, or by the AI agent— and brings along the source channel, the contact, and the history.



Actual product screen. Configurable stages with column totals, each deal's value, probability, source channel, and owner. Cards drag between stages, and each move can trigger an automation.

Multiple pipelines

One for new sales, another for renewals or resellers, each with its own stages.

Close reasons

When you lose, record why. Next month that's a report, not a story.

Stale deal alerts

No activity or too many days in one stage: the platform alerts you.

Lead scoring

Automatic scoring by behavior and data to prioritize who to call first.

A profile that answers “who is this customer?”

Without opening another tab or asking a teammate: data, conversations from all channels, deals, orders, appointments, tasks, and notes in one place.

Contacts and companies

People grouped under the company they belong to, with account owner, recent activity, and a unified timeline.

Custom fields

The data your business needs—customer number, region, contract type, credit limit— with its own type and validation, usable in filters and automations.

Lifecycle stages

Prospect, qualified, customer, inactive: the stage updates manually, by rule, or by the AI agent, and feeds conversion reports.

Tags

Flexible, cross-cutting classification: product of interest, source campaign, urgency level. Use them to filter the inbox and segment campaigns.

Activities

Notes, calls, meetings, and tasks are logged on the profile with author and date. The customer’s history doesn’t rely on the rep’s memory.

Import and export

Bulk upload from CSV with column mapping and dedupe; export for audit or migration. Your data goes in and out with no lock-in.

The detail that changes the conversation

When a customer writes, the agent immediately sees their past conversations—even from another channel and another teammate—their orders and open deals. It’s the difference between “can you repeat your customer number?” and “I see your order shipped yesterday.”

06 · CRM, SALES AND OPERATIONS

Sell inside the conversation

If the customer is already writing, sending them to a website to fill out a form is losing the sale. The catalog, quote, and order live in the same thread.

Product and service catalog

Cards with photos, video, variants, price lists, stock, and categories. The agent —human or AI— searches and sends them without leaving the chat.

Orders

Build the order with items, quantities, and delivery details; it has a status (new, confirmed, paid, shipped) and each change can trigger an automatic alert.

Quotes

Document with validity, terms, and totals, sent over the same channel where you chat. When the customer accepts, it becomes an order.

Payments

Card payment links from the conversation, with the payment recorded on the order and on the customer's profile.

Orders with status and tracking

1 · NEW

Created from chat by an agent or by AI, with items, quantities, and delivery details.

2 · CONFIRMED

Stock and price validated; the customer gets an automatic confirmation.

3 · PAID

Via card link or logged receipt.

4 · DELIVERED

Each status change can notify the customer and open internal tasks.

Modules by business type

Retail

Products, variants, inventory, and orders.

Services

Services with duration and price, bookable by calendar.

Real estate

Properties, photos, and visits coordinated by the AI agent.

Automotive

Vehicles, simulated financing, and test drives.

Education

Courses, groups with seat limits, students, installments and attendance, with an enrollment page.

Healthcare

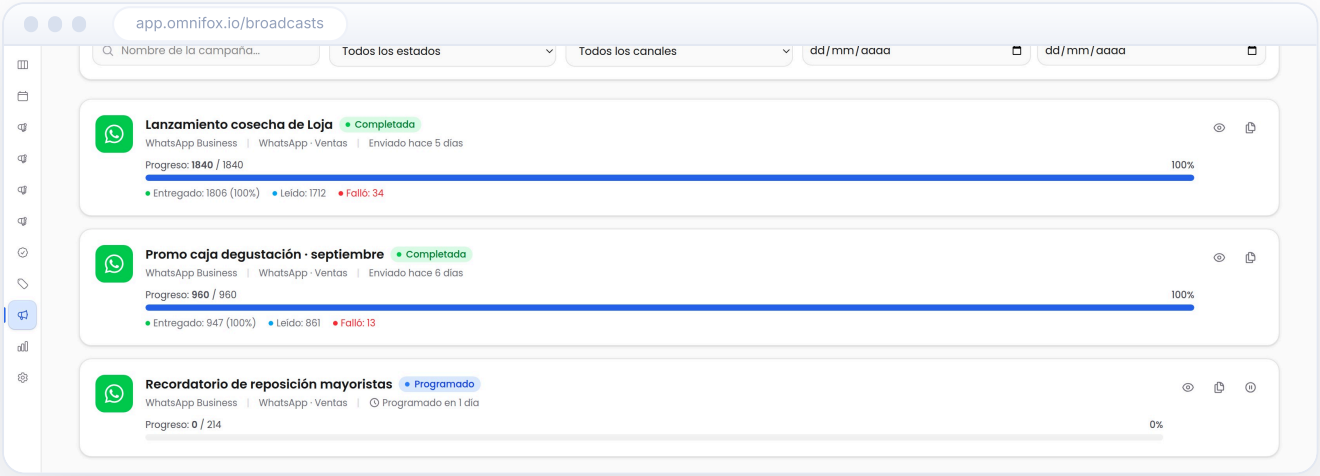
Specialties, professionals, appointment scheduling and reminders, with careful handling of patient data.

Custom

If your line of business doesn't fit, custom fields and API actions cover the rest.

Speak to thousands without losing the conversation

A mass campaign in Omnifox doesn't end at send: replies land in the inbox as normal conversations, with their history and owner.



Actual product screen. Campaigns with their channel, send progress, and the breakdown of delivered, read, and failed; below, a scheduled campaign that hasn't sent yet.

Segmentation with what you already know

Audience built by tag, lifecycle stage, source channel, custom field, last purchase, or recent activity. Preview how many contacts match before sending.

Approved, personalized templates

Contact variables, quick-reply buttons, tracked links, header image or document. The platform validates the template before launch.

Scheduling and pace

Send now or schedule, with rate control to protect number quality and respect each platform's limits.

Results per recipient

Delivered, read, replied, failed, and each failure reason. Exportable, and usable as criteria for the next campaign.

Opt-outs honored

Anyone who opts out is marked and auto-excluded from future sends, per channel. It's compliance and also protects your number.

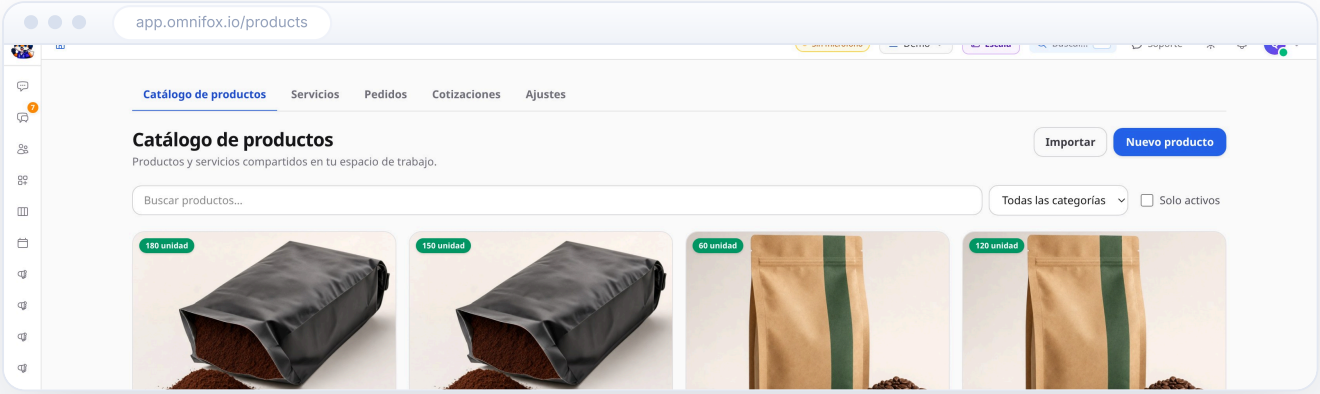
Chained with automations

Those who reply enter a flow; those who don't get a reminder after three days; those who click move to another funnel stage.

Plans include from 5,000 to over 200,000 recipients per month, and the plan Escala has no cap.

Inside the catalog

Not a price list: it’s the inventory your sales reps and AI agents consult when the customer asks — with enough info to close.



Actual product screen. Catalog with price, stock per item, and order availability; on the left, tabs for services, orders, and quotes.

Full product record

Description, categories, code, photos and video. Variants with their own price and stock —size, color, format— without duplicating the product.

Combos and selling hours

Combos built from catalog products to choose from, and items sold only on certain days and hours: outside that window neither the store nor the AI offers them.

Stock

Stock by product and variant, decremented on order confirmation. The AI checks actual availability before promising a delivery.

Bulk upload and import

Import from file with column mapping: hundreds of products at once.

PDF quotes

Document with your branding, terms, validity, and totals, sent via the same channel. On acceptance it becomes an order.

Your own web store

The whole catalog on a public page with a cart, ready to paste in a chat or a story. From the Impulsa plan.

Modules by vertical, not a generic catalog

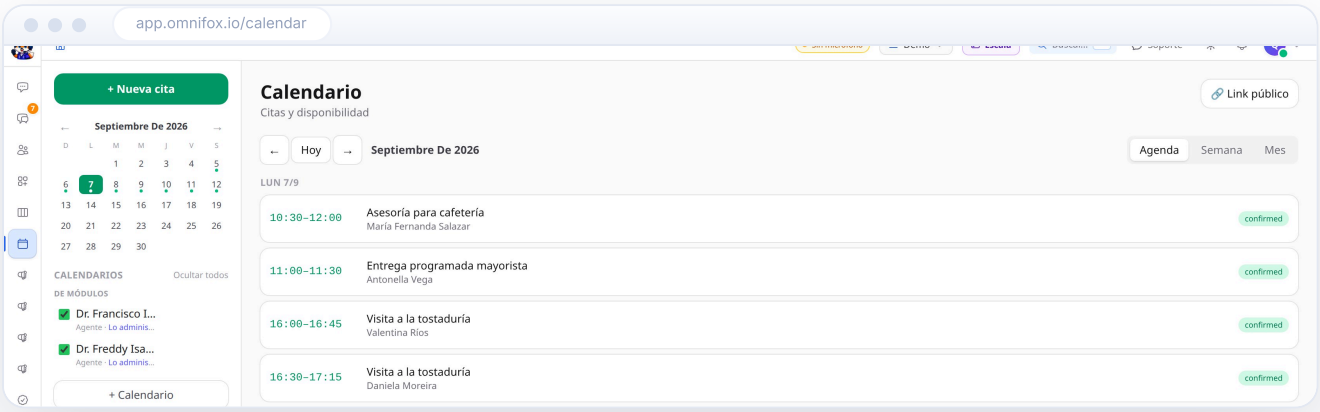
Beyond products and services, there are specialized catalogs with their own fields and AI tools: **real estate** (search by area and budget, photos, showings), **vehicles** (simulated financing, test drives), **health** (specialties, providers, appointments) and **courses** (groups, seats, enrollments), each with its own page further on.

Meta catalog

Sync with Meta’s Commerce catalog —sell inside WhatsApp and Instagram— is built and pending Meta’s approval.

Appointments: a calendar that replies by itself

Half of conversations end in “when can you see me?”. With the calendar inside the platform, the system answers that —even at eleven at night— without calls or double-bookings.



Actual product screen. Weekly agenda with booked appointments, resource-based calendar on the left, and the public booking link top right.

Calendars and resources

One calendar per agent, team, or resource: office, room, chair, court, lodging, or vehicle, with its own hours, exceptions, and holidays. Lite includes one calendar; from Impulsa up, unlimited.

Real availability, not guesses

The engine cross-checks the resource hours, existing bookings, and service duration. If it doesn’t fit, it’s not offered: no impossible bookings.

Public booking page

A dedicated link where the client picks a time and confirms. Share it in your Instagram bio, email signature, or inside the conversation.

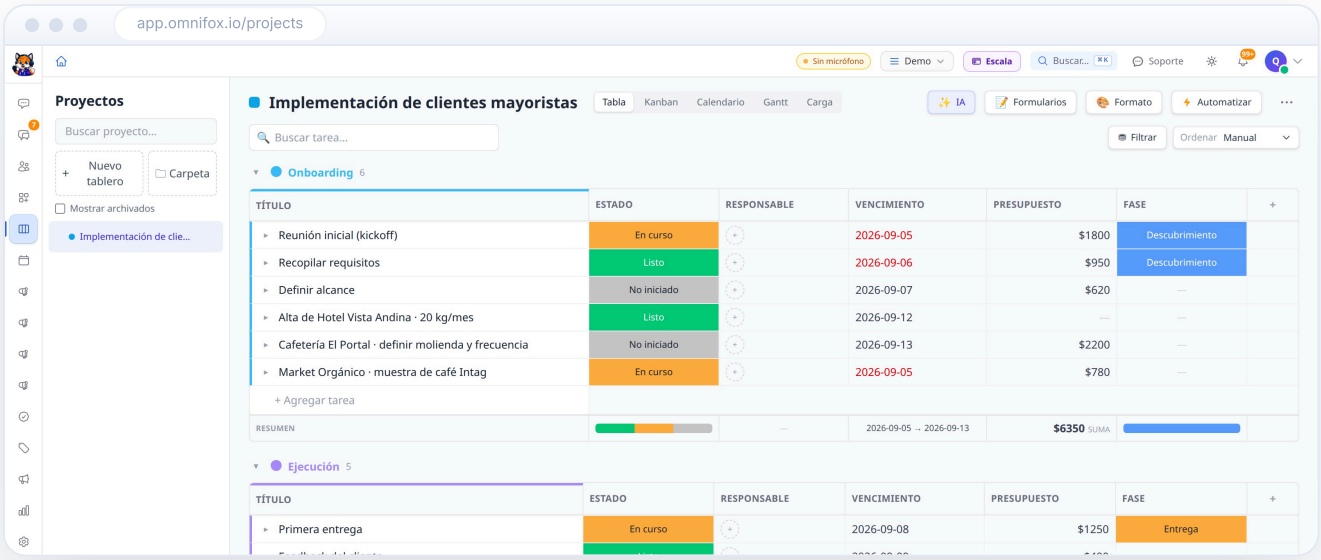
Also: chained services —a three-step slot is only offered if the full chain fits— · **events with capacity** with registrations and a waitlist that promotes itself when someone cancels · **nightly bookings** for lodging and short-term rental · reminders the day before and hours prior · no-show logging · and two-way sync with Google Calendar.

And AI schedules on its own

The agent checks real availability, proposes times, books, reschedules, and cancels while chatting with the client. Each calendar event —created, confirmed, canceled, no-show, seat freed— can also trigger an automation.

Boards: work born from conversation

A full projects module —like the management tools you know— but connected to the customers, opportunities, and appointments that live in the same platform. No exports, no integrations, no extra subscription.



Actual product screen. Board with groups, status by color, owner, due date, budget, and stage; on top, table, kanban, calendar, Gantt, and workload views.

Five ways to see the same work

Board and list

Columns by status with drag, or dense table to edit inline and sort by any field.

Calendar and Gantt

Tasks by date, and a timeline with durations and dependencies.

Workload

How much each person has before you assign one more, and user-saved views.

Boards that fit your process

Columns are the board's language: with the right ones, the same tool fits an implementation, a construction project, a procurement process, or a content plan.

Columns that do the work for you

- Status and priority
- Assignee
- Date and timeline
- Number, money, and rating
- Progress and checkbox
- Tags and dropdowns
- Email, phone, and link
- Location and country
- Attachments
- Calculated formula
- Link to another board
- Mirror of a linked column
- Rollup (sum, average)
- Time tracking
- Team voting
- Auto numbering
- Created by / created on
- Last updated

Subtasks, dependencies, and conditional formatting

Tasks inside tasks, blocks between them, and visual rules —"if overdue, in red"— so status is clear at a glance.

Intake forms

A public form feeds the board: internal requests, complaints, quote requests. Each submission enters as a task with an owner.

Templates and import

Ready-to-start boards, import from file, and full export when you need it.

History and automations

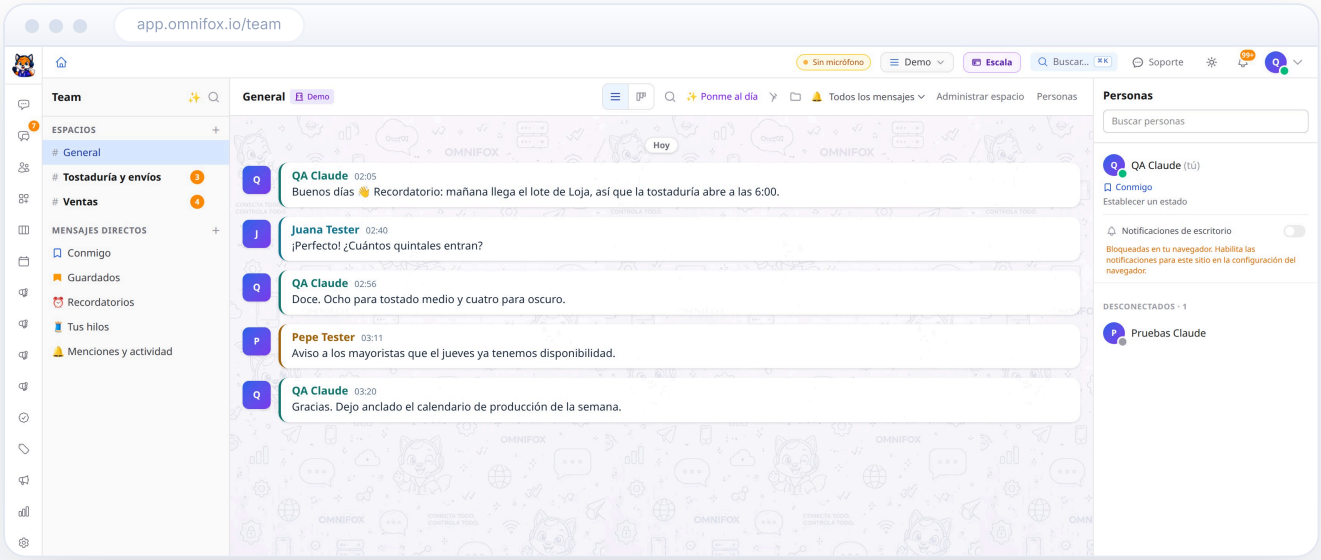
Every change is logged with author and date, and any board event can trigger a flow: notify, reassign, write to the CRM or send a WhatsApp.

What no task tool can do

From a WhatsApp conversation you create the task with one click, with the contact already linked. When you win an opportunity, the implementation project opens automatically. And when the task is completed, the client can be notified on the same channel they used. Internal work and the customer conversation stop living in two worlds.

Team: the company's internal chat

Coworker chat shouldn't live in the same WhatsApp where customers write, nor in another separate subscription. Team is the team's internal messaging, next to the cases you're discussing.



Actual product screen. Spaces on the left, conversation in the center and people panel on the right, with direct messages, saved items, reminders, native threads, and mentions in the same sidebar.

Spaces and direct messages

Public or private spaces by area, project, or branch; direct messages and private groups.

Voice notes with transcription

Send audio and keep the text: someone in a meeting can read it, and later you can search by word.

Polls and reminders

A vote to decide without twenty messages, and personal reminders on a message.

Scheduled messages

Write now and send at the right time: the opening notice, the shift summary.

Pins, files, and search

Pin what matters on top and search finds the message, the file, or the thread.

Mentions and reactions

Mentions alert the right people; reactions save ten "ok" messages.

Threads: why a channel stays readable

It’s what separates a company chat from a WhatsApp group. Without threads, three simultaneous conversations blend and whoever joins at four in the afternoon can’t follow. With threads, each topic is answered where it started.

One discussion, one thread

Any message can open a thread. Replies hang under it and the main channel stays clean: the rest of the team see the topic, not the twenty replies.

Counter and last reply

Each thread shows how many replies it has and when the last one was, so at a glance you see what’s still active and what’s resolved.

Follow a thread

Participants follow it automatically and get new replies; if it’s not relevant, unfollow and it won’t bother you. The notification stops being all or nothing.

“Your threads,” in one place

A dedicated view gathers every thread you’re part of, across spaces. It’s the real list of what you need to answer today.

Thread statuses

A thread can be marked “in review”, “blocked” or “resolved” with space-specific states, and auto-escalate if no one handles it in time.

AI thread summary

A forty-reply thread is summarized in five lines for latecomers to the discussion, with the team’s explicit consent.

The bridge to real work

A message or thread from internal chat becomes a **CRM opportunity** or a **board task** with one click. And when you open a customer conversation, the side panel shows what the team said internally about that account.

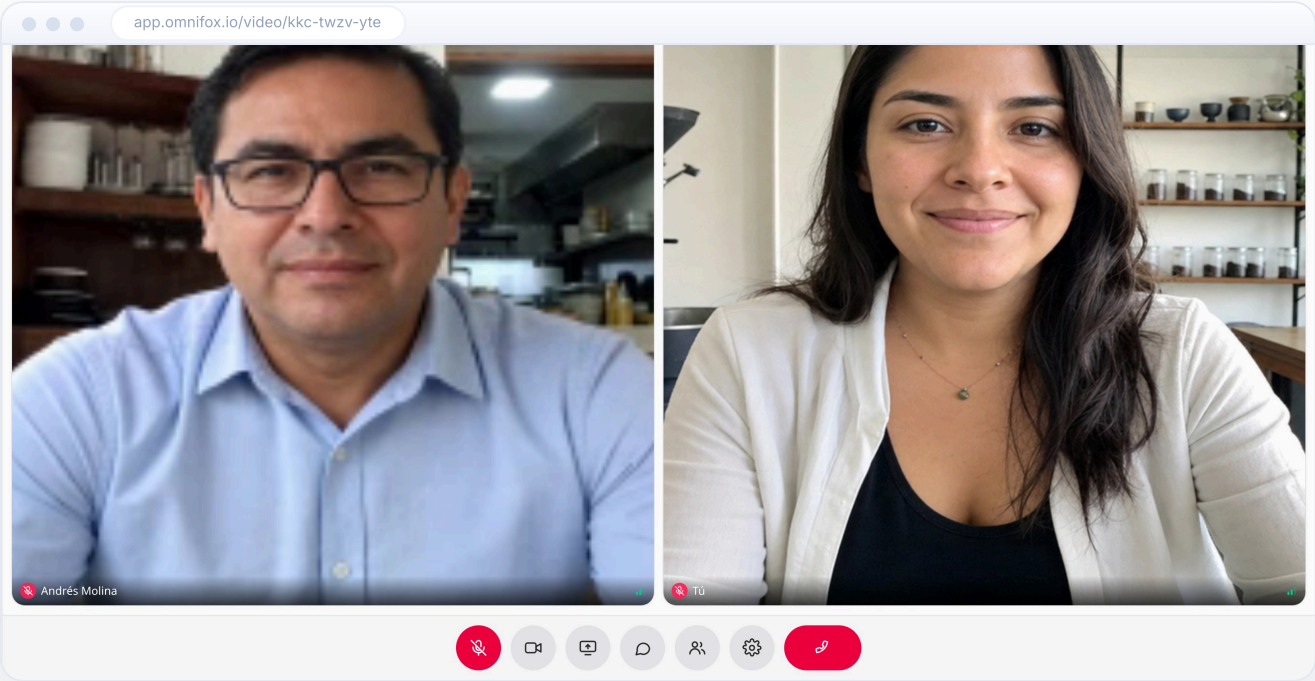
External guests

A vendor or an agency enters a specific space —only that one— without seeing the rest of the company.

Also, each space can receive alerts from other systems via webhook —ERP alerts land where the team looks— and can be linked to a specific customer conversation.

Video calls: the meeting starts where the customer is

When a chat needs to become a meeting, most companies jump to another tool and the appointment, link, and recording live elsewhere. In Omnifox the video call is part of the conversation: you schedule it from the chat, the customer joins with a link, and everything stays on their record.



Real product screen. The room as seen by the agent, inside the platform; the customer joined from a link with no install. Bottom: mic, camera, screen share, room chat, participants, devices, and hang up.

It starts where the customer is

From the inbox chat, the contact record in the CRM, a deal, a Projects card, the calendar, or the public booking page.

The customer joins with a link

No app, no account, no download: open the link, type your name, and the host admits you from the waiting room. On phone or computer.

Everything is logged

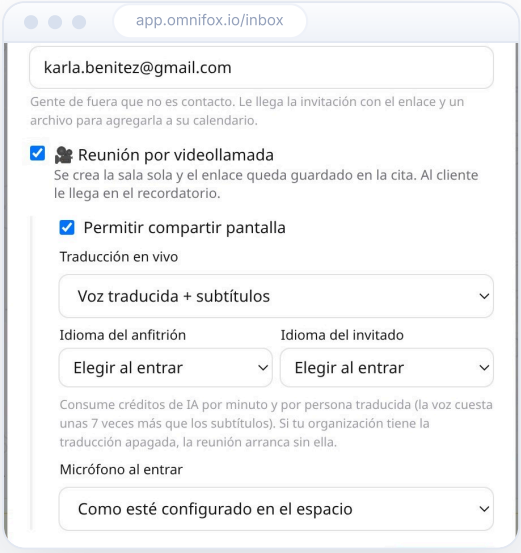
The appointment is the meeting: it shows on the record and calendar, and the conversation gets a system message when the video call starts and ends.

Own infrastructure, not a third-party link

Meetings run on Omnifox's video server (self-hosted LiveKit). The customer never leaves to Zoom or Meet: they enter at **app.omnifox.io/v/...** and the room stays tied to their conversation, record, and appointment.

How to schedule it and what it costs

Scheduling a video call is the same as booking an appointment, because it is the same screen: tick “Meeting by video call” and the room options are saved with it.



Real screen. When scheduling from the chat, under the calendar and guests: screen share, live translation with host and guest languages, and mic on join.

1 Pick a time

With real calendar availability, like any appointment. The room is created automatically and its link saved on the appointment.

2 The message is drafted in chat

The text with the link appears in the composer: the agent reviews it and sends it over the same channel —WhatsApp, Instagram, web—.

3 Reminder, .ics, and Google Calendar

The customer gets the link in the reminder. Email guests — even non-contacts— get an .ics invite that updates if the appointment changes; with Google Calendar connected, the event is created there with the link as location. The room opens 15 minutes early.

4 The meeting happens and is logged

Waiting room and host admission, screen sharing with permission, room chat, captions and language per participant. System message in the conversation and, if the tier includes it, recording —always announced— available from the platform.

Who else can schedule video calls

AI agents (in the customer's language, with translation), **workflows** with the create-appointment node, the **API**, the **MCP** server, the **SDKs** and the **n8n** nodes. A flow can propose the meeting with no one on the team involved.

Video Calls add-on · purchased separately from any plan

Level	Monthly	Participants per room	Minutes per month	Recording
Starter	$19	4	1,500	—
Pro	$49	12	unlimited (fair use)	✓ 30 days
Business	$99	25	unlimited (fair use)	✓ 90 days
Enterprise	custom	custom	custom	✓ as agreed

Prices in US dollars, per organization per month. In Starter, when minutes run out no new rooms open, but a meeting in progress is never cut. Live translation (next page) uses AI credit.

Live translation: everyone speaks and listens in their language

A customer who writes in English is already served with per-channel translation. When the conversation moves to a video call, the barrier returns. Omnifox removes it there too: an AI interpreter joins the room and each participant chooses the language they hear.



How it works. When translation is turned on, an interpreter agent joins the room, listens to each person, and publishes a voice track and captions per language. Each participant subscribes only to theirs: three people, three languages, one meeting. Original voices can be muted to hear only the translation.

Mode 1

Captions only

What each person says is transcribed and the text is translated. No audio: each participant reads the conversation in their language. It's the economical and most discreet mode.

Mode 2

Translated voice + captions

Besides the text, the translation is heard in the room, like a simultaneous interpreter. With "hear translation only," original voices are muted for whoever enables it.

What it costs

Billed **per minute and per translated person** using the plan's artificial intelligence credit; once used up, pay-as-you-go at the overage rate: one hour of captions is about **$0.65 per person** and one hour with translated voice, around **$4.50** (voice costs about seven times text). Translation runs only when the host turns it on, and the workspace can have it off by policy.

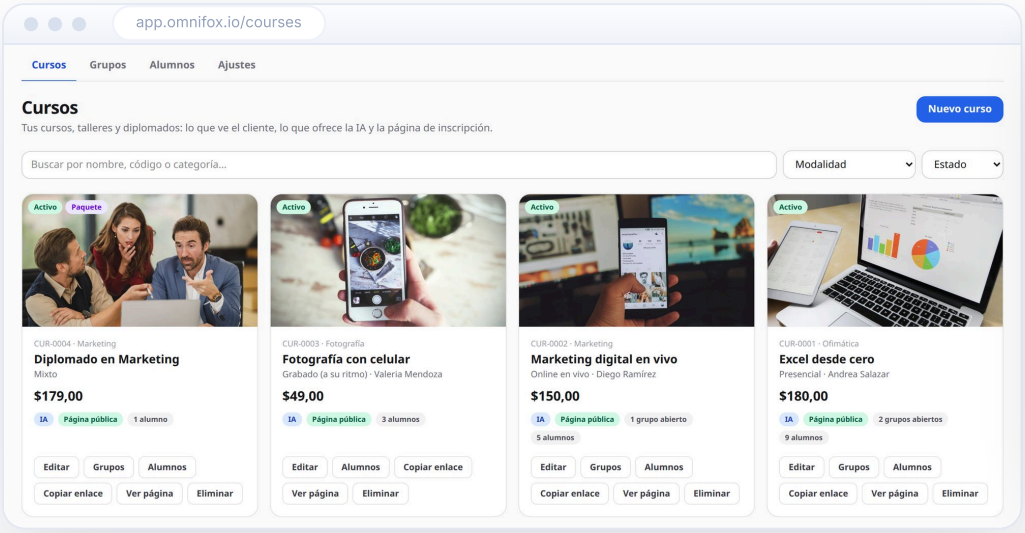
Why it matters

In general-purpose meeting tools, voice translation is sold separately (a paid add-on in Zoom, from Business Standard in Google Meet, a Copilot license in Teams). In Omnifox it comes with the video-call add-on, in any country and inside the conversation.

Verified on 14-09-2026 at support.zoom.com, support.google.com and learn.microsoft.com; subject to change. Trademarks of their owners.

Courses: from a chat question to an enrollment

How much, when does it start, are there seats left: the Courses module answers from one place for the team, the AI agent and the page where students enroll on their own, and every enrollment keeps its payment and attendance.



Real product screen. An in-person course, a live online one, a recorded one and a diploma that bundles them, each with its price, its open groups and whether the AI offers it and it has a public page.



Public page
Photos, syllabus, groups with seats and sign-up without an account.

Four formats and bundles

In person, live online, recorded or hybrid; diplomas as a bundle with one price.

Groups and classes in the calendar

Dates, schedule, venue and seats; classes are scheduled automatically and moved one by one.

Students, installments, attendance

Full payment, deposit or installments, attendance per class and a self-advancing waitlist.

The AI agent enrolls

It answers price and dates with seats, enrolls and sends the link on any channel.

Notices and reminders

Confirmation, a reminder before each class, recorded-course access and low-seat alerts.

Classes by video call

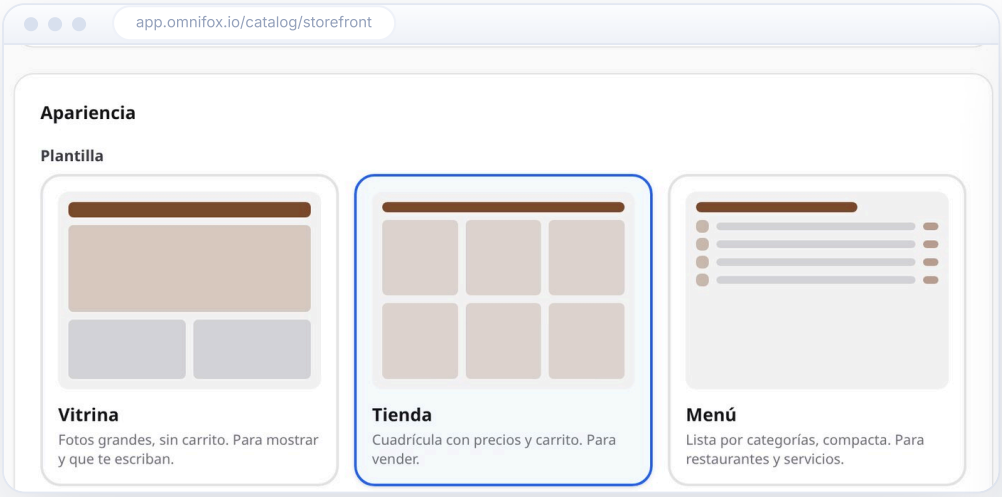
With the Video Calls add-on, one room per class with its link in the reminder.

From the Impulsa plan, enabled per workspace

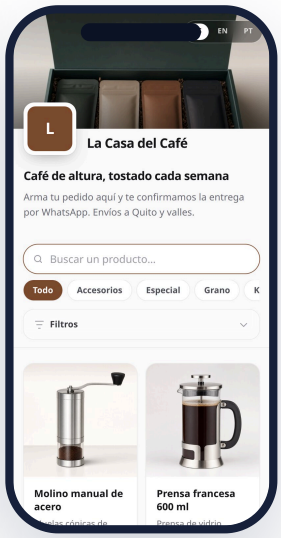
Included in Impulsa, Conecta, Crece, Escala and Exclusivo; the Lite plan does not include it. Courses can also be sent from the chat with “Send from catalog” and quoted like any other product. Omnifox does not charge the enrollment: payments and installments are recorded on the student’s record, and the money comes in through the methods the academy already uses.

Web store: the catalog at its own address

A public page with your products, your prices and a cart, ready to paste in a chat, an Instagram bio or a QR code. The order lands in Omnifox like any other, and the customer carries on the conversation on WhatsApp. From the Impulsa plan.



Real product screen. The store goes live or offline with one switch, with three templates: showcase without a cart, store with a cart, or a menu by category.



The public store
Search, categories, filters and cart, in Spanish, English or Portuguese.

From cart to order

The order arrives with name, WhatsApp and address; the customer leaves with a message ready to send you.

Zones, minimums and hours

Minimum order per delivery zone, and a “we’re back at…” notice when the shop is closed.

The cart the AI builds

The agent sends a link with the cart already filled, and what the customer builds stays visible even if they never send it.

Made to order and comparison

Items with lead times and prior confirmation; visitors compare up to four side by side.

Catalog reports

Best-selling, most quoted, most asked about, asked but not bought, and what doesn’t move.

What they ask for and you don’t have

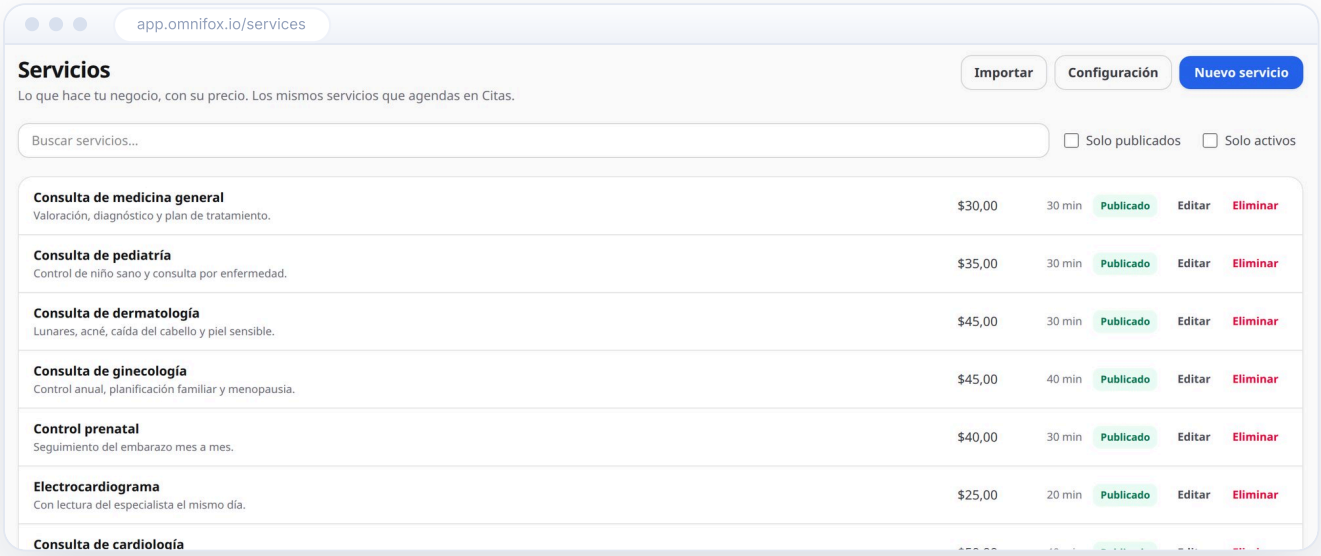
Every customer search that found nothing in your catalog is logged: it’s your shopping list.

Included in your plan

Products, services, orders, quotes and reports are switched on for free per workspace on every plan; the web store comes from the Impulsa plan. Payment goes through the methods the business already uses.

Services: what you sell by the hour, session or project

A consultation, a class, an installation, an advisory session: the Services module gives them a price and a duration, and they are the same services booked in Appointments. One list, not two drifting apart.



Real product screen. A sample clinic's services, each with its price, its duration and whether it is published for the team and the AI agent to offer.

Price with its unit

Per hour, per session, per m² or "on quote"; with tax and currency. No more "is the 40 per hour or in total?".

Bookable or not

Bookable ones take their duration, buffers and calendar from Appointments; the rest are just sold or quoted.

Quotes and orders

A service goes into the same quote as a product, with its PDF, validity and acceptance link.

The AI agent knows them

The service search tool answers price and duration, and the agent moves straight on to booking.

Deal in the CRM

Optional: each lead opens a deal in the pipeline and stage you choose, notifying whoever should know.

Bulk upload

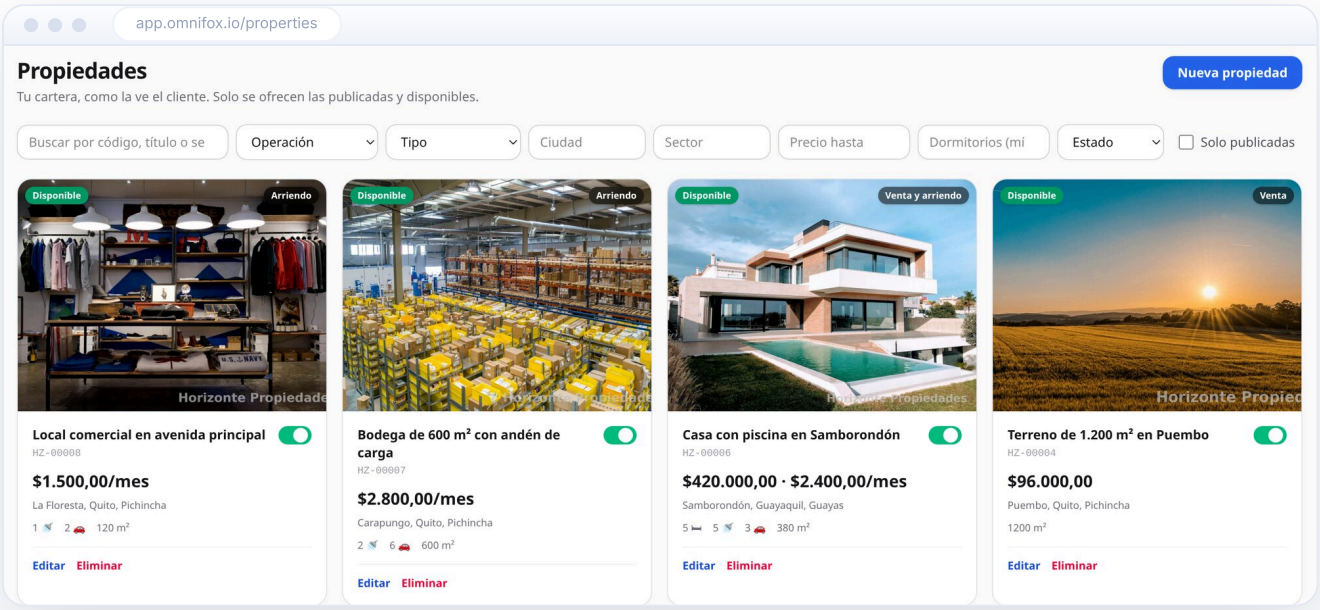
Spreadsheet import with a preview before anything is created: the whole price list at once.

The base of the industry modules

The Medical module uses these same services as consultations, and everything booked lands in the Appointments calendar. Included in every plan; switched on for free per workspace.

Real estate: the portfolio clients browse by chat

"Do you have a three-bedroom in Cumbayá for under 300k?" Each property with its deal type, price, photos by room and status; the AI agent finds it, sends the photos and books the viewing.



Real product screen. A sample portfolio for sale and rent, with each property's status, internal code and photos carrying the agency's watermark.

The listing a buyer asks for

Sale, rent or both; rent and HOA fees; bedrooms, bathrooms, areas, parking, amenities and virtual tour.

Photos by room

Each photo is tagged by room, so the AI can send "the kitchen". Text or logo watermark, without touching the original.

Viewings in the calendar

The viewing lands in the agent's calendar, with the duration and the budget pre-qualification you choose.

Data privacy

The exact address and the price can be hidden: the AI answers what the agent would say.

Search alerts

"Let me know when something comes up in Cumbayá": when a matching property comes in, the lead gets a message.

Pipeline and bulk upload

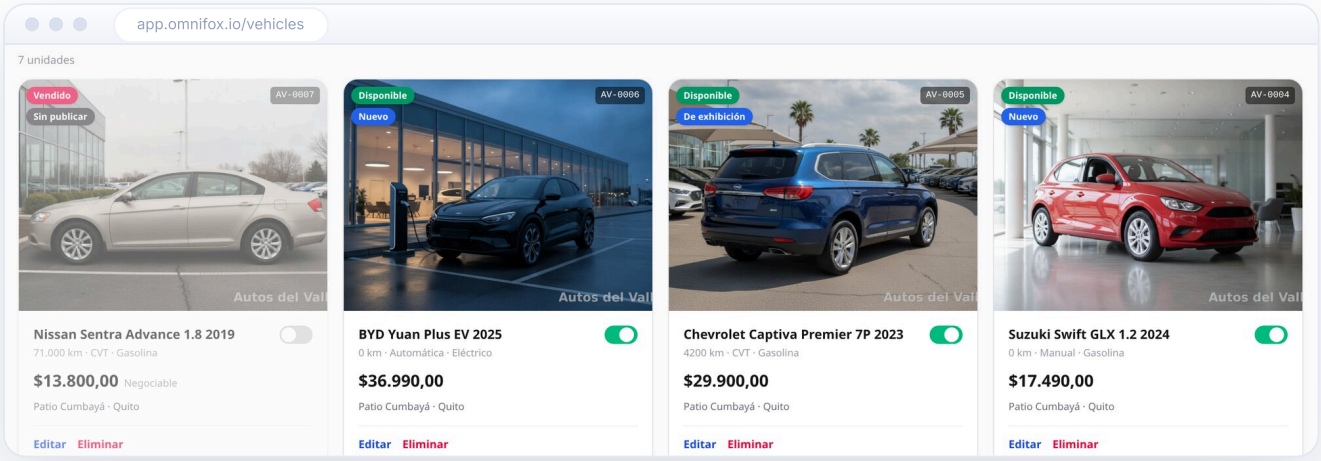
Each lead opens a deal in the CRM; the portfolio is imported from a spreadsheet in four steps.

Included in every plan

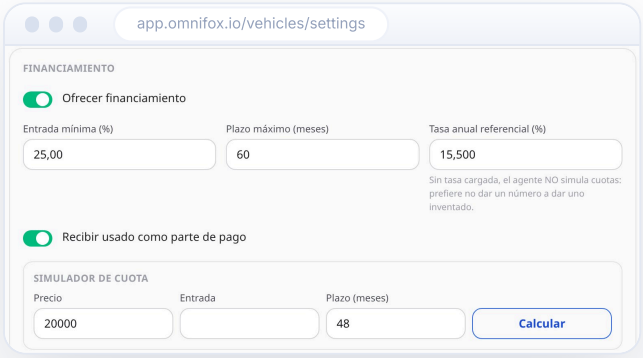
Switched on for free per workspace, with starting presets for resales, rentals, off-plan projects or land.

Vehicles: the dealership lot, inside the conversation

New, used and demo units with their spec sheet, photos and status. The AI agent searches by make, year or budget, estimates the payment with the rate you set and books the test drive.



Real product screen. Sample inventory: status, condition, mileage, transmission, fuel and price of each unit, with the dealer's watermark on the photos.



Financing. Minimum down payment, maximum term and reference rate; with no rate set, the agent does not estimate payments.

Full spec sheet

Trim, engine, drivetrain, colors, VIN, plate, previous owners, accident history and warranty.

Test drives

Booked as appointments in the chosen calendar, and a driver's license can be required before confirming.

Photos by angle

Front, side, interior, engine or dashboard: the AI sends the one requested, with the lot's watermark.

Included in every plan

It also takes trade-ins, creates the deal in the CRM and notifies whoever you choose. Inventory is imported from a spreadsheet and quoted with the catalog's shared quote document.

Medical: appointments by specialty, doctor, location and insurance

For clinics and practices: each doctor with their calendar, hours per location and consultations, plus a public link where patients book on their own. The AI agent does the same on WhatsApp.

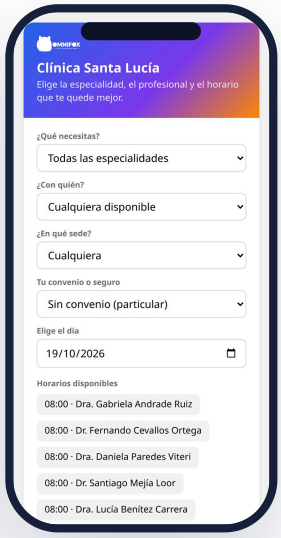
app.omnifox.io/medical/settings

Precios por convenio

Cuánto cobras la misma consulta según el seguro del paciente. Lo que no cargues acá, el agente de IA NO lo inventa: le dice al paciente que la clínica se lo confirma.

Consulta	Particular	Plan Salud Familiar	Seguro Andino Plus	Convenio Empresarial
Consulta de medicina general Particular: 30.00 USD	Sin tarifa	12.00 USD	8.00 USD	18.00 USD
Consulta de pediatría Particular: 35.00 USD	Sin tarifa	15.00 USD	Sin tarifa	Sin tarifa
Consulta de dermatología Particular: 45.00 USD	Sin tarifa	Cubre 60%	Sin tarifa	Sin tarifa
Consulta de ginecología Particular: 45.00 USD	Sin tarifa	20.00 USD	Sin tarifa	Sin tarifa
Control prenatal Particular: 40.00 USD	Sin tarifa	Sin tarifa	Sin tarifa	Sin tarifa
Electrocardiograma Particular: 25.00 USD	Sin tarifa	Sin tarifa	Cubre 80%	Sin tarifa
Consulta de cardiología Particular: 50.00 USD	Sin tarifa	Sin tarifa	20.00 USD	Sin tarifa
Certificado médico Particular: 15.00 USD	Sin tarifa	Sin tarifa	Sin tarifa	10.00 USD

Real product screen. The same consultation with a price per insurance plan, a coverage percentage or “not covered”. What isn’t entered, the AI doesn’t make up.



Online booking

Specialty, doctor, location, insurance and free slot, no account needed.

One calendar per doctor

Hours per location with a lunch break, absences that flag the appointments they clash with, own price and duration.

The agent books the slot

Finds a doctor by specialty or name, offers free slots and books, on any channel.

Clinic rules

Reminder, manual confirmation, deposit, waitlist and blocking after repeated no-shows.

No health data

Only name, phone, ID and a one-line reason. No diagnoses, prescriptions or results are stored.

Everything in the Calendar

Every doctor’s calendar is visible together in Appointments, with their locations and rooms.

Bulk setup

Doctors are imported from a spreadsheet and each one gets a calendar automatically.

Included in every plan

Switched on for free per workspace. A scheduling module, not a health record: medical data stays in the clinic’s own system.



07

Voice and calls

A call stops being a separate channel: it goes to the same inbox, with the same customer, the same history, and the same rules.

- WhatsApp calls, without moving the customer from the chat they're in (from plan Impulsa)
- Phone in the browser: receive and place calls with no install
- Voice menu (IVR) built on the same canvas as flows
- Recording, transcription, and an AI agent that answers by voice

07 · VOICE AND CALLS

Talking is also part of the conversation

When the customer calls, the agent already knows who they are, what they bought, and what they wrote yesterday. And when they hang up, everything is logged on the same record.

WhatsApp calls

The customer calls from the same chat, with no long-distance costs and without switching apps. The call stays in the thread, next to the messages.

Phone in the browser

Agents receive and place calls in the same screen where they handle chats, with transfer, hold, and in-call notes.

Voice menu (IVR)

“Press 1 for sales, 2 for support,” with synthesized voice in multiple languages, schedules, and routing to teams. Build it in simple mode or on the visual canvas.

Voice AI agent

The same agent that replies in writing can answer the phone with natural voice, handle the simple stuff, and hand off to a person when needed.

Recording and transcription

Each call is stored with configurable retention and can be transcribed to search by text, review quality, or trigger a flow based on what was said.

Callback queue

Missed calls aren’t lost: they go to a callback queue with priority, owner, and whether they were returned.

Everything that happens in a call can be automated

Missed call after hours, a customer calling for the third time this week, recording ready, voicemail received, menu option chosen: each event can start a flow to notify, assign, create a task, or send a WhatsApp message.



08

Reports and analytics

What isn’t measured gets debated. Here, performance talks start with the same numbers for everyone.

- Volume, first response, resolution, and satisfaction
- Performance by agent, team, and channel
- Live supervision of what’s happening now
- Scheduled reports by email and CSV export

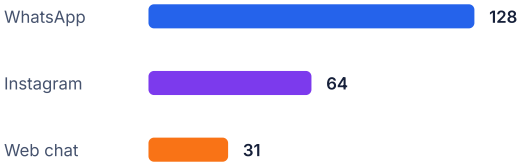
The dashboard a manager opens on Monday

Four KPIs on top, details below, and a date filter. Then go deeper: by channel, team, agent, or tag.



Actual product screen on a 30-day demo account.

Conversations by channel



Period total: 223 conversations

Conversation status



Live supervisor

Who's online, which conversations they have, which are waiting, and since when.

Scheduled reports

Daily or weekly summary arrives by email to management, no one has to go fetch it.

Export

CSV download to match with your ERP or corporate dashboard data.

What's measured, exactly

Service, team, sales, and AI metrics, all on the same database: no two versions of the truth.

Service

- Open, resolved, and reopened conversations
- First response time and resolution time
- SLA compliance and breaches by channel
- Volume by hour and by day (heat map)
- Customer satisfaction (CSAT)

Team

- Conversations handled by agent and by team
- Average times per person
- Workload and availability
- Quality evaluations
- Activity: login, first and last action

Sales

- Opportunities created, won, and lost
- Pipeline value by stage and by owner
- Loss reasons
- Source: channel, campaign, and ad
- Orders and quotes created from chat

Artificial intelligence

- Conversations handled by AI and handed to a human
- Reason for each handoff
- Usage and cost by agent and by conversation
- Satisfaction of AI-handled conversations
- Comparison between versions of the same agent

Source attribution. Each conversation stores where it came from: which ad, which campaign, which site page, or which link. At month-end you can answer with data which marketing spend brought conversations and which turned into sales.



09

Security and compliance

Conversations with your customers are among a company's most sensitive assets. They're protected accordingly.

- Two-factor, mandatory policy, and controlled sessions
- Role-based permissions and per-person inbox scope
- Audit log of sensitive actions
- Data isolation per company and data subject rights

09 · SECURITY AND COMPLIANCE

Who gets in, what they see, and what gets logged

Security in a conversational platform hinges on three questions: how people authenticate, how far their view goes, and whether you can reconstruct what happened.

Access

Sign in with email and password or with Google. Two-factor via authenticator app, with the option to require it across the organization. In the plan Exclusivo, single sign-on (SAML/OIDC) with the corporate directory.

Permissions

Seven predefined roles plus custom roles, and per-person inbox scope: only their own, their team's, unassigned, or all. A rep can't see another's book unless you choose otherwise.

Audit

Log of sensitive actions — config changes, exports, user adds/removals, channel connections — with author, date, and IP address.

Data isolation

Each organization runs on its own database. Within it, workspaces separate data between brands or units, and access is enforced on the server, not just on the screen.

Personal data

On-request export and deletion of a contact's data, opt-out management per channel, and honoring customer contact preferences.

Encrypted credentials

Channel tokens, integrations, and API keys are stored encrypted; API keys are revocable and scoped to a workspace.

Continuity and backup

The platform runs on cloud infrastructure with managed database, automatic backups with point-in-time recovery, TLS certificates, work queues with retries on failure, and error monitoring. Incoming messages are recorded before processing: if a component fails, the conversation isn't lost.

09 · SECURITY AND COMPLIANCE

Built for volume, not a demo

Big operations don’t break platforms by sheer volume, but by spikes: the 9 a.m. campaign, the holiday, the viral complaint.

All heavy work is queued

Bulk sends, message ingestion, AI calls, and integrations run in the background with retries. The interface never waits.

Resilient real time

Events travel over websockets to connected agents, with automatic reconnection and sync on return.

Controlled send rate

Campaigns respect each platform’s limits to avoid risking number quality or causing blocks.

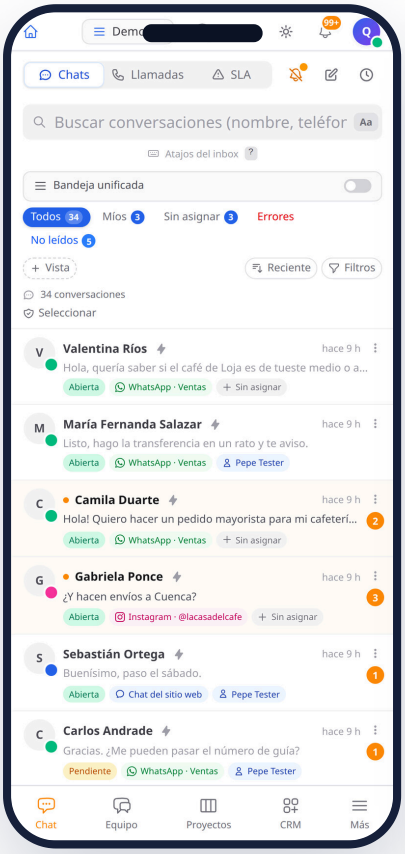
Interface in three languages

Spanish, English, and Portuguese, selectable per user. Each person works in their language within the same organization, and AI agents reply in the customer’s language even if the team doesn’t speak it.

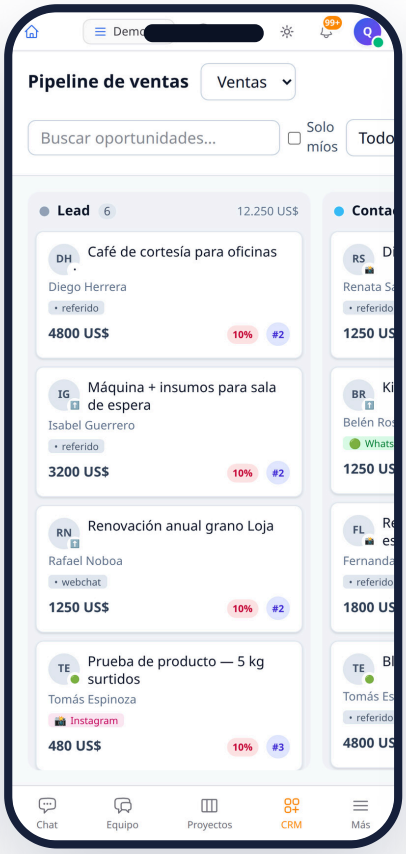
09 · SECURITY AND COMPLIANCE

Same operation, on the phone

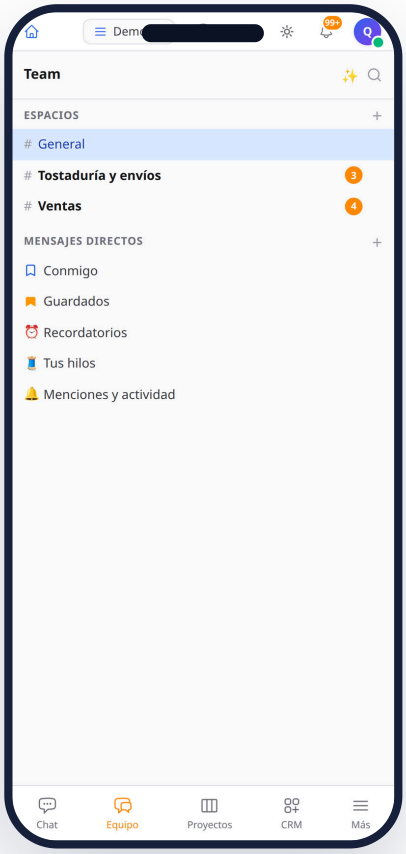
A salesperson on the street, a supervisor on a Sunday, a tech between visits: work doesn't just happen at a desk. Everything can be handled from the phone too, with the same information and rules.



Inbox
Conversations from all channels, with status and assignee.



CRM
The pipeline with its stages and amounts, to move a deal from the car.



Team
Spaces, threads, and mentions in the internal chat.

App in app stores

Agent app published on the App Store and Google Play.

Installable web app

The web version installs as an app, without going through the store.

Push notifications

Phone alert when a message arrives or a case is assigned.

Same permissions

Inbox scope and role are enforced just like on desktop.

Designed to handle, not to administer

Company setup —channels, AI agents, automations, permissions— is done from the desktop, where there is room to see it in full. Mobile is focused on what you do on your feet: read, reply, assign, log and move a sale forward. It is a design decision, not a technical limitation.



10

Use cases

What a sales team does also works for collections, logistics, or HR. Change the flow, not the platform.

- By area: sales, support, collections, operations, internal team
- By industry: retail, healthcare, education, services, real estate, automotive
- Each case with its trigger, flow, and measurable result

10 · USE CASES

By business area

Five flows almost any company can launch in week one.

Sales: no prospect should wait

Sales

TRIGGER

A new message arrives via WhatsApp, Instagram or the site chat, in or out of hours.

FLOW

The AI agent greets, understands the need, checks the catalog, quotes, and schedules a call. It creates the opportunity in the pipeline with estimated value and assigns the local rep.

RESULT

24/7 instant reply, pipeline filled without manual work, and a report on which channel brings the best leads.

Customer support: resolve the repeat questions

Support

TRIGGER

Question about order status, warranty, hours, or billing.

FLOW

The agent searches the knowledge base and order system via API, replies with the exact data, and if sensitive, escalates to the team with a summary and high priority.

RESULT

FAQs stop draining the team, which focuses on cases that truly need judgment.

Collections: remind without chasing

Finance

TRIGGER

Invoice due date sent by your system via webhook or spreadsheet.

FLOW

Advance notice via WhatsApp template, reminder at due, payment link, and escalation to the account exec if no response in X days.

RESULT

Lower delinquency with a friendly tone and full traceability of every collection.

Operations and logistics: notify before they ask

Operations

TRIGGER

Order status change: confirmed, dispatched, en route, delivered.

FLOW

Auto message to the customer with tracking and ETA; if delivery fails, create a task for dispatch and schedule a second attempt.

RESULT

Sharp drop in "where's my order?" messages, often the biggest volume in an operation.

Post-sale and loyalty: sell again

Marketing

TRIGGER

Time since last purchase, or closing a conversation with a good rating.

FLOW

Satisfaction survey, campaign segmented by product bought, replenishment reminder, and personalized offer based on customer history.

RESULT

Repeat purchase measurable by campaign, without relying on someone to remember who to call.

HR and internal team

Internal

TRIGGER

Application to a vacancy, internal request, or an employee question.

FLOW

A WhatsApp channel receives applications, an agent does the first screening and books interviews on the area's calendar. Team conversations happen in the internal chat, next to the case.

RESULT

The same service standard inside as outside, with a record of every request.

All these flows share the same data

The customer collections reminds about an invoice is the same one sales answered on Instagram and logistics notified of dispatch. One record, one history, and one place to review what was said.

By industry

Each vertical has its typical conversation. These are the setups we usually see, with the AI tools each one needs.

Commerce and retail

Catalog with stock, orders by chat, payment links, shipping alerts, and seasonal campaigns. AI finds products, builds the order, and collects payment.

Healthcare

Schedule by provider and office, booking and appointment reminders by WhatsApp, no-show control and waitlist. Patient data with restricted access.

Education

Courses with groups and seat limits, enrollment by chat or on the course page, installments, attendance and class reminders. The AI answers price and dates and enrolls.

Professional services

Lead qualification, meeting scheduling, proposal sending, and document signing with electronic signature integrations.

Real estate

Property search by budget and area, photo sharing, visit coordination, and prospect follow-up through reservation.

Automotive

Available vehicle lookup, financing simulation, scheduled test drives, and post-sale maintenance reminders.

Travel and hospitality

Bookings, confirmations, multilingual support with auto-translation and satisfaction surveys after the stay.

Financial services

Service with strict permissions, audit of every action, identity verification before sharing info, and immediate escalation of sensitive cases.

160 agent templates by business type. When creating an agent you pick the closest vertical, and the platform sets instructions, tools, tone, and behavior when unsure. The rest is adapting it to your company, not writing from scratch.

11 · IMPLEMENTATION

From signing to the first handled message

A conversational platform isn't "installed": it's launched with the team that will use it. This is the path we follow with every company.

1 Week 1 · Discovery and setup

We map current channels, teams, hours, and routing rules. We create the organization, workspaces, teams, and roles. We connect the first channels.

2 Week 2 · Data and content

We import contacts; load catalog, WhatsApp templates, quick replies, and the knowledge base with real company info.

3 Week 3 · AI and automations

We set up agents with the right industry, define when they escalate to a person, and build the first flows: welcome, routing, surveys, and notices.

4 Week 4 · Training and go live

Training for agents and supervisors, a shadow period with live ops, and fine-tuning of rules, timing, and tone.

5 After · Results review

Periodic review of metrics, flow tweaks, and adding new channels and modules based on what the data shows.

Migrate from another platform

If the company already uses another tool, we import contacts and custom fields from file, replicate existing flows, and connect channels without interrupting service. The parallel period is agreed with you: nobody turns off the old channel until the new one is proven.

What we need from your side

- A project owner with decision-making authority
- Access to the channel accounts to be connected
- The information your team uses today (prices, policies, FAQs)
- Two hours of the team's time for training

Ongoing support

- Email support in all plans
- Priority chat from plan Crece
- Assigned customer success manager in plan Exclusivo
- Help center, docs, and guides in the platform

Starting doesn't require committing the whole operation

The healthiest way to start is with one channel and one team —usually WhatsApp and sales—, measure for two weeks, then add the rest. Each new channel inherits what's configured, so phase two is always faster than phase one.

We charge per team, not per user

Each plan already includes users, channels, active contacts, and artificial intelligence credit. Adding a person to the team doesn't mean buying the platform again.

Plan	Monthly	Annual (-20%)	Users included (extra)	Channels included (extra)	Active contacts per month (extra 1,000 block)
Lite Entrepreneur	$29	$278.40	1 (+$12)	3 (+$8)	1,000
Impulsa Small team	$59	$566.40	3 (+$14)	6 (+$8)	2,000 (+$15)
Conecta Operating SMB	$99	$950.40	5 (+$18)	10 (+$8)	3,000 (+$15)
Crece Operation with processes	$199	$1,910.40	10 (+$20)	unlimited	4,000 (+$15)
Escala Multi-brand / high volume	$299	$2,870.40	10 (+$22)	unlimited	5,000 (+$15)
Exclusivo Corporate	custom	custom	unlimited	unlimited	custom

Prices in US dollars, per organization. The annual cycle equals 9.6 months (2.4 months free). **Each additional block equals 1,000 active contacts** and costs $15 per month ($12 on annual cycle); you can add as many blocks as needed. Stored contacts are unlimited in all plans: only those actually messaged in the month are counted.

Capacity included per plan

Includes per month	Lite	Impulsa	Conecta	Crece	Escala	Exclusivo
Workspaces	1	1	1	3	10	custom
Automation runs	1,000	5,000	15,000	30,000	50,000	custom
Artificial intelligence credit	30,000	60,000	100,000	200,000	300,000	custom
Bulk campaigns	25	50	100	200	no cap	custom
Campaign recipients	5,000	20,000	50,000	200,000	no cap	custom
Free trial	7 days	7 days	7 days	7 days	7 days	to be agreed

AI credit is expressed in model consumption units. If usage exceeds it in a month, the organization can add pay-as-you-go balance instead of interrupting service.

What each plan includes

All messaging, social, email, and web channels are in all plans; voice, from Impulsa. What changes is the depth of advanced features.

Feature	Lite	Impulsa	Conecta	Crece	Escala	Exclusivo
CHANNELS AND INBOX						
Messaging, social, email, and webchat	✓	✓	✓	✓	✓	✓
Voice: WhatsApp calls and telephony	—	✓	✓	✓	✓	✓
WhatsApp with coexistence	✓	✓	✓	✓	✓	✓
Unified inbox, tags, and notes	✓	✓	✓	✓	✓	✓
Interactive buttons and lists in WhatsApp	—	—	—	✓	✓	✓
WhatsApp catalog (Meta products)	—	✓	✓	✓	✓	✓
Bulk actions and media library	—	—	—	✓	✓	✓
Global search and smart inbox	—	—	—	—	✓	✓
Teams and custom inboxes	—	—	—	✓	✓	✓
Satisfaction surveys (CSAT)	—	—	—	✓	✓	✓
ARTIFICIAL INTELLIGENCE						
AI agents for text	✓	✓	✓	✓	✓	✓
AI agents on calls (voice)	—	—	—	✓	✓	✓
Automatic conversation summaries	—	—	—	✓	✓	✓
Auto translation per channel	—	—	—	—	✓	✓
Agent quality and experiments	—	—	—	—	✓	✓
Custom AI actions	—	✓	✓	✓	✓	✓
Prepaid AI balance	✓	✓	✓	✓	✓	✓
AUTOMATION AND INTEGRATIONS						
Visual workflow builder	✓	✓	✓	✓	✓	✓
HTTP request node	—	✓	✓	✓	✓	✓
“reply with AI” node	—	—	—	—	✓	✓
REST API and outgoing webhooks	—	—	—	✓	✓	✓
Incoming webhooks that trigger flows	—	—	—	—	✓	✓

Continues on the next page.

What each plan includes (continued)

Feature	Lite	Impulsa	Conecta	Crece	Escala	Exclusivo
BUSINESS MODULES						
CRM: contacts, companies, and 360 profile	✓	✓	✓	✓	✓	✓
Custom fields and lifecycle	—	—	—	✓	✓	✓
Appointments and calendar	1 calendar	✓ unlimited	✓ unlimited	✓ unlimited	✓ unlimited	✓ unlimited
Catalog, orders and industry modules	✓	✓	✓	✓	✓	✓
Web store with cart	—	✓	✓	✓	✓	✓
Courses module	—	✓	✓	✓	✓	✓
Projects and tasks	—	—	✓	✓	✓	✓
Internal team chat (Team)	—	✓	✓	✓	✓	✓
Team video calls (Team)	—	—	—	✓	✓	✓
Bulk campaigns with analytics	✓	✓	✓	✓	✓	✓
Custom channel and WhatsApp flows	—	—	—	—	✓	✓
CALLS, REPORTS, AND SECURITY						
Call recording	—	—	✓	✓	✓	✓
Voice menu (IVR)	—	—	—	✓	✓	✓
Real-time dashboard and two-factor	✓	✓	✓	✓	✓	✓
Per-agent performance and export	—	—	—	✓	✓	✓
Audit log	—	—	—	—	✓	✓
Single sign-on (SAML/OIDC)	—	—	—	—	—	✓
Customer success manager and SLA	—	—	—	—	—	✓

Add-ons · purchased separately, with any plan

Add-on	Level 1	Level 2	Level 3	Enterprise
Video calls participants · minutes · recording	**Starter · $19** 4 · 1,500 min · no recording	**Pro · $49** 12 · unlimited · 30 days	**Business · $99** 25 · unlimited · 90 days	custom
Co-browsing simultaneous sessions · 10 min per session	**Standard · $50** 3 simultaneous	**Pro · $90** 6 simultaneous	**Business · $150** 10 simultaneous	custom
Live translation in video per minute and per translated person	Deducted from the plan's AI credit; once used up, billed per use. Subtitles ≈ $0.65 per hour per person · translated voice ≈ $4.50.			

Monthly prices in US dollars per organization. Video call and co-browsing add-ons are activated online or by transfer; the Enterprise level is agreed with sales.

APPENDIX

The questions a procurement committee asks

We answer them in writing and head-on, because they're the same ones we'd ask before signing.

"What if we want to leave tomorrow?"

Contacts, conversations, and CRM data can be exported from the platform and via API, without asking permission or paying an exit fee. Flows are exported as a file. We'd rather you stay because the product works, not because leaving is expensive.

"Do we lose the WhatsApp number?"

No, if connected via coexistence: the phone keeps working. If you choose the official API, the number lives in the WhatsApp Business account of **your company**, not ours, and you can disconnect it whenever you want.

"What if Meta blocks or limits the number?"

The platform monitors number quality and alerts on status changes, rejected templates, and sending limits. Campaigns go out with rate control to protect that rating, and you can always connect a second number.

"Are we tied to a single AI provider?"

No. Models are grouped in tiers and there's automatic failover across providers: if one fails or changes prices, operations continue. You choose the intelligence tier, not the model brand.

"Who can see our customers' conversations?"

Inside your company, only those with the role and inbox scope you define. On our side, any support access to an account is logged in the audit trail. Each organization lives in its own database.

"How long to go live?"

One channel and one team can be handling the first week. Full rollout —all channels, AI, automations, and training— typically takes a month, depending on how much information needs to be organized first.

"What if we grow suddenly?"

Sends, ingestion, and AI calls are processed in queues with retries, so a spike won't disrupt support. Users, channels, and active contacts scale within the same plan without switching products.

"Does it integrate with our ERP?"

Yes: documented REST API, webhooks both ways, an HTTP request node inside flows, and custom actions for the AI agent. If your system has an API, it connects without waiting for us to build a connector.

APPENDIX

Glossary

The terms you'll see in this catalog and in any conversation about business messaging, explained plainly.

Omnichannel	All channels land in the same inbox and share the same customer history. Not the same as "multichannel," which is just having many separate channels.
WhatsApp Business API	Meta's official way for a company to use WhatsApp with multiple agents, automations, and reports. Not the phone app.
Coexistence	Connect a number to the official API *without* turning off the phone's WhatsApp Business app. Both surfaces work at the same time.
24-hour window	Period in which the company can message anyone who wrote in. Outside it, only an approved template can be sent.
Template	Message preapproved by Meta, with variables and buttons, that lets you start a conversation or resume it outside the window.
Active contact (MAC)	A contact you actually conversed with in the month. It's the billed unit; stored contacts are unlimited.
SLA	Time commitment: how long the first reply or the resolution may take. The platform warns before breaching it.
CSAT	Satisfaction survey at conversation close, with the customer's rating.
Workspace	Division within a company —brand, branch, or area— with its own channels, teams, and reports.
Inbox scope	How far each person's view reaches: only theirs, their team's, unassigned, or the whole workspace.
Workflow	Automation drawn on a canvas: a trigger, conditions, and actions that run on their own.
Trigger	The event that starts an automation: a message, a missed call, a canceled appointment, a time of day.
Handoff	Moment when the AI agent leaves the conversation to a person, with the context already summarized.
Knowledge base	Your company's documents and FAQs that the AI agent consults to answer with your own information.
Webhook	Automatic notice between systems: Omnifox notifies yours when something happens, or yours triggers a flow in Omnifox.
MCP	Protocol that lets an AI assistant operate an external tool in a controlled way. Omnifox publishes its own server.
Co-browsing (cobrowse)	See the customer's screen on your website, with their permission and sensitive fields hidden, to guide them live.
IVR	Voice menu on a call: "press 1 for sales." In Omnifox it's designed on the same canvas as chat flows.

Next step

Let's see it with your own conversations.

The best way to evaluate Omnifox isn't a generic demo: it's connecting a real channel, loading your data, and seeing how it performs with your customers for a week.

1 · Assessment

We review your channels, volumes, and teams, and estimate the right plan.

2 · Guided trial

Account set up with your real data, guided by our team.

3 · Proposal

Scope, timeline, and investment based on your operation, not on an assumption.

OMNIFOX

CONNECT EVERYTHING · CONTROL EVERYTHING

omnifox.io

