



Voiso and Coldi AI Partner to Accelerate AI Voice Agent Adoption

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The partnership combines Voiso's AI-powered contact center platform with Coldi AI's voice agent expertise to support faster lead qualification, lost-sales recovery, and customer call handling.

Voiso, a global AI-powered contact center software provider, today announced a new referral partnership with Coldi AI, a UK-focused AI voice agent company serving businesses across global markets.

The partnership is designed to help businesses bring AI voice agents and modern contact center software closer together, supporting teams that want to qualify prospects faster, recover lost sales, improve call handling, and create more efficient customer conversations.

Coldi AI specializes in AI voice agents for business, with a focus on call centers and the fintech industry. The company's 17-person team helps organizations build and manage voice agents for inbound calls, outbound outreach, customer support, prospect qualification, and lost-sales recovery. Through the partnership, Coldi AI

will use Voiso's contact center systems to develop and deliver its services, while both companies will collaborate on referral and co-marketing opportunities.

For Coldi AI, the partnership is expected to become a key driver of future growth. According to the partner questionnaire, Coldi AI expects the partnership to support a 10 to 25 percent increase in clients or deals on Voiso and a 10 to 25 percent improvement in win rate. The company also expects early positive movement across average deal size, deal velocity, client retention, and pipeline contribution.

"This partnership reflects exactly where the market is going," said Ivan Mitov, Partner Account Manager at Voiso. "Businesses are no longer looking at AI voice agents and contact center software as separate parts of the customer experience. They want connected solutions that help them move faster, serve customers better, and create measurable outcomes. Coldi AI brings strong AI voice agent expertise, and Voiso provides the contact center infrastructure to help turn that expertise into scalable customer value."

The partnership comes at a time when companies are increasingly looking for practical ways to deploy AI across customer-facing operations. AI voice agents can help teams manage high-volume conversations, qualify leads, automate repetitive call handling, and support customers outside traditional operating hours. However, for these solutions to create long-term value, they need to be connected to reliable contact center infrastructure, routing, reporting, and performance visibility.

Voiso's AI-powered contact center platform supports this foundation with capabilities across omnichannel communication, AI Predictive Dialer, AI Speech Analytics, Local Caller ID, Flow Builder, real-time dashboards, and CRM integrations. Together, these tools help businesses manage customer communication more efficiently while giving sales and support teams the visibility they need to improve performance.

For Coldi AI, Voiso's platform adds the call center software layer needed to support an end-to-end service. Coldi AI's team will develop and manage AI voice agent services, while Voiso provides the contact center environment that supports routing, communication, analytics, and customer interaction management.

Or, CEO of Coldi AI states that "We chose Voiso, as the company and the software holistically support Coldi AI's growth, and this partnership is expected to become a turning point for the company."

The partnership will involve sales and marketing teams from Coldi AI, with both companies planning joint marketing activity. Coldi AI highlighted Voiso's marketing strength, communication, and speed of collaboration as key reasons for entering the partnership.

The companies will focus first on referral and co-marketing opportunities, with future potential around technical integration and expanded go-to-market collaboration.

“At Voiso, partnerships are not just about adding names to an ecosystem,” added Martin Kalinov, Voiso’s CEO. “They are about creating real value for partners and customers. With Coldi AI, there is a clear fit. They bring AI voice agent expertise, we bring the contact center platform, and together we can help businesses create smarter, faster, and more connected customer conversations.”

The partnership reinforces Voiso’s continued focus on building a partner ecosystem around AI-powered customer communication, contact center performance, and human-first automation.

About Coldi AI

Coldi AI provides AI voice agents for businesses, with a focus on call centers and the fintech industry. The company specializes in qualifying prospects, recovering lost sales, and handling customer calls through managed AI voice agent services. Coldi AI primarily serves the UK market while supporting a global client base.

About Voiso

Voiso is a global AI-powered contact center software provider helping businesses create better customer conversations across voice and digital channels. With omnichannel communication, AI Predictive Dialer, AI Speech Analytics, Flow Builder, real-time dashboards, CRM integrations, and automation tools, Voiso helps sales and support teams improve productivity, visibility, and customer experience.

Voiso’s mission is simple: Every interaction, a human connection.

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Voiso Inc

We started small by building a simple, reliable calling tool. Over time Voiso has become a modern end-to-end cloud contact center software.

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