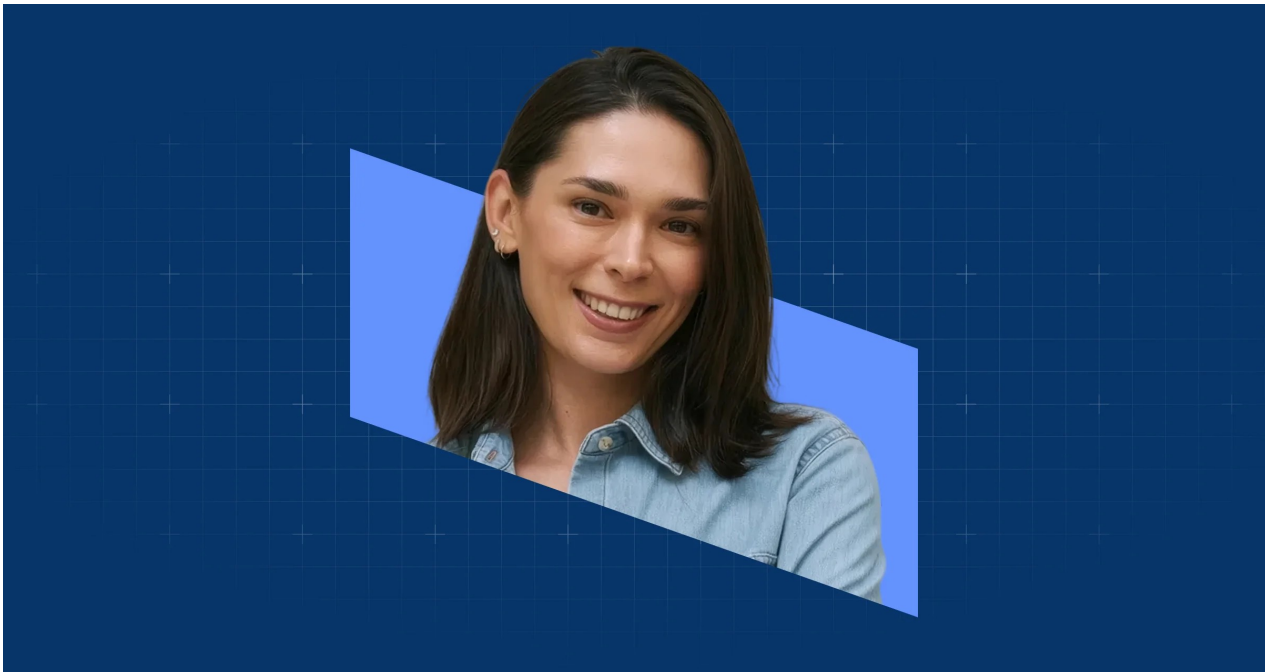




Voiso on How AI Reshapes the SDR Role: Targeting, Offers, and Human Follow-Up

October 13, 2026

SINGAPORE, SG - October 13, 2026 -

Voiso explains why automation has not removed sales development, but has changed where SDR teams create value.

Voiso, a global AI-powered contact center software provider, is highlighting how artificial intelligence is changing the role of sales development teams, moving the focus away from manual campaign preparation and toward sharper targeting, stronger offers, and more thoughtful buyer engagement.

For the past two years, one of the common predictions in sales and marketing has been that AI would remove the SDR role. The work appeared to be an obvious candidate for automation: list building, contact enrichment, email writing, campaign sending, and reply sorting.

Many of those tasks have now become faster and cheaper. Data providers and enrichment tools can assemble large contact lists quickly. AI models can generate email sequences and variations in seconds.

Sending infrastructure is easier to configure, monitor, and scale.

But the role has not disappeared.

Instead, the value has shifted.

“AI has changed the SDR role, but not in the way many people expected,” said Dina Shishkina, Growth Marketing Specialist at Voiso. “The repetitive work became easier to automate. The harder work became more important: choosing the right segment, understanding the offer, and knowing how to respond when a real buyer pays attention.”

According to Voiso, campaign preparation is no longer the main constraint for many teams. The company notes that its own campaign output increased significantly, moving from two to four campaigns per month through 2025 to eight to sixteen campaigns per month since February 2026, with no additional headcount.

However, higher output did not automatically produce proportional results. As more teams gained access to the same AI tools, inboxes filled with more messages of similar quality. The advantage of volume declined because attention did not increase with it.

Voiso believes this has created a more important question for SDR and growth teams: not how many messages can be sent, but whether the right message is being sent to the right audience.

“A model can rewrite an offer in twelve different ways,” added Shishkina. “What it cannot decide on its own is which problem is worth naming for a specific audience. That knowledge comes from closed deals, lost deals, customer conversations, and real market feedback.”

The company emphasizes that the most valuable signals are increasingly the ones a business generates itself. Public signals such as funding rounds, hiring announcements, and executive changes are widely available and quickly copied by other teams. Once a signal can be bought, scraped, or automated, its value begins to decay.

By contrast, proprietary signals such as customer conversations, support queues, sales objections, product usage, and call recordings remain more valuable because they are specific to the business and cannot be purchased by competitors.

This has implications beyond outbound sales. For contact center and customer-facing teams, Voiso believes recorded conversations, real replies, and customer objections are becoming central sources of go-to-market intelligence. The teams that learn from those interactions can improve targeting, messaging, sales

enablement, and customer experience.

Reply handling is another area where the distinction between automation and human judgment is becoming clearer. AI can now classify replies by sentiment, intent, relevance, and routing needs before a person opens the inbox. But answering those replies still requires context.

Voiso categorized 3,704 replies to its campaigns over the past twelve months and found that direct meeting requests accounted for roughly one percent of them. Most replies came as questions, objections, requests for more detail, or redirections to another contact.

“These replies are the moment where a real buyer has spent attention on you,” said Shishkina. “That is the last place worth automating badly. A template answer can waste the only moment in the process where the buyer is actually engaged.”

Voiso believes this shift will change how SDR teams are staffed, trained, and measured. Team size and output are no longer directly proportional. Smaller teams with better targeting and stronger offers can outperform larger teams sending more messages to weaker lists.

As a result, hiring criteria are changing. SDR teams increasingly need people who can define a segment from evidence, understand why customers buy, build a relevant offer, and read buyer replies accurately. Speed of execution is becoming the software’s job, while interpretation and judgment remain human responsibilities.

Training is also changing. Scripts and activity targets are becoming less useful on their own. Teams need to review real replies, real objections, and real recorded calls because that is where market intelligence appears most clearly.

Voiso expects this shift to continue. Signals are likely to move further toward behavior and away from public announcements. Measurement is likely to focus more on conversations held rather than activity completed. And the gap between teams will increasingly come from the data they own, not simply the tools they buy.

“AI did not make the work easier,” added Shishkina. “It made the work smaller and harder. The advantage now sits in two decisions: who is worth contacting, and what you do with what comes back.”

Voiso sees this as part of a broader change in customer-facing work. Automation can remove repetitive tasks, improve speed, and help teams process more information. But the most important parts of sales development still depend on understanding people, interpreting signals, and responding with relevance.

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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