



Voiso Highlights the Role of Client Listening in Building Stronger Partnerships and Better Brand Trust

October 14, 2026

SINGAPORE, SG - October 14, 2026 -

Voiso emphasizes that long-term partnerships are built not only through technology and messaging, but through direct conversations, active listening, and a deeper understanding of client needs.

Voiso, a global AI-powered contact center software provider, is highlighting the importance of direct client conversations and active listening in building stronger partnerships, more relevant technology, and more credible brand communication.

The company's perspective follows a recent visit to Serbia, where Voiso filmed a client video testimonial with Silver Bell Group, one of its long-standing partners. While the main purpose of the visit was to capture the client story on video, Voiso says the wider value came from spending time with the SBG team in person, discussing their operational challenges, understanding how the platform supports their customer experience work, and listening closely to what they need next.

“A brand is not only what you say when the room is quiet,” said Andreas Gregoras, Head of Brand and PR at Voiso. “A brand is what still holds up when the client starts talking. That is why listening matters. The strongest brand work does not begin with a slogan. It begins with understanding what is actually true for the customer.”

Voiso believes that in B2B software, especially in customer experience and contact center technology, companies can easily become too focused on internal language, product messaging, and campaign narratives. While positioning, content, and visual identity remain important, they must be grounded in the reality of the customer.

For Voiso, client meetings create a different kind of understanding than dashboards, CRM notes, support tickets, or quarterly business reviews alone. A dashboard may show what happened, but a conversation can reveal why it happened. A support ticket may show where friction exists, but a direct conversation can explain what that friction means for the team managing real customer interactions every day.

During the Serbia visit, Voiso and Silver Bell Group discussed not only the testimonial itself, but also the operational reality behind it. The teams spoke about what works, what remains difficult, what customer experience teams need, and how Voiso’s platform helps support SBG’s day-to-day operations.

“Content production asks what we can publish,” added Gregoras. “Brand work asks what we learned that should change how we show up. That is the difference. The client video is important, but the relationship, the learning, and the better understanding are just as important.”

Voiso sees this approach as especially important at a time when businesses are investing more heavily in AI, automation, and scalable customer communication. The company believes that technology should not create distance between businesses and their customers. Instead, it should help teams listen better, understand faster, and act with more context.

According to Voiso, the strongest customer and partner relationships are built when both sides are willing to have honest conversations. That includes discussing what is working, what needs improvement, what market pressures clients are facing, and what role technology should play in supporting their next stage of growth.

Silver Bell Group represents this kind of relationship for Voiso. As a long-standing partner operating in the BPO and customer experience space, SBG works in an environment where human conversations, operational quality, and trust are central to delivery. Their feedback gives Voiso a direct view into how customer experience technology performs in real operational conditions.

“When a partner like SBG explains what helps their teams, we should listen,” said Gregoras. “When they

explain where the market is moving, we should listen. When they tell us what their clients expect, we should listen. That is how partnerships become stronger and how the brand becomes more honest.?

Voiso believes that some of the most valuable brand insights often come from outside the brand team. They come from clients, sales calls, support conversations, onboarding sessions, implementation feedback, and partner discussions. These conversations can reveal how customers describe their own problems, which product capabilities matter most, and where the company's messaging should become clearer.

The company also notes that client listening is becoming more important as AI increases the amount of content and communication in the market. As more businesses use AI to produce campaigns, emails, articles, and automated touchpoints, Voiso believes real listening will become a stronger differentiator.

“More output does not automatically create more relevance,” added Gregoras. “The companies that listen best will market better because they will have fewer assumptions. They will know what their clients actually need, what words customers use, where the pressure is, and what the product means inside a real operation.”

Voiso's broader approach reflects its mission: Every interaction, a human connection. The company believes this applies not only to the technology it provides, but also to the way it builds relationships with customers and partners.

For Voiso, branding does not stop at messaging. It continues in client meetings, product feedback, support conversations, partner collaboration, and the willingness to show up and listen when the conversation matters.

“The real work is saying less, hearing more, and building better,” said Gregoras. “Brand trust is not created by claiming to understand customers. It is created by being close enough to actually understand them.”

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.

###

For more information about Voiso Inc, contact the company here: Voiso Inc Voiso+ 1 888 565 8889 hello@voiso.com 9 Temasek Boulevard, #29-01, Suntec Tower 2, Singapore 038989

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.

Website: <https://voiso.com/>

Email: hello@voiso.com

Phone: + 1 888 565 8889

