



## **Voiso Unveils Bold Rebrand and New Website, Reinforcing Its Mission to Humanize Customer Interactions**

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Voiso, a user-centric AI drive contact center software built for agents across the world -both sales-, has officially launched its new brand identity and website, marking a major milestone in its journey to becoming a bold challenger in the customer experience space.

More than a visual refresh, the rebrand reflects Voiso's renewed commitment to enabling contact center teams around the world to connect on a truly human level. At the heart of the rebrand is a powerful new mission: "Every interaction, a human connection." This message drives Voiso's product development, customer support philosophy, and its ambition to redefine how businesses engage with customers at scale.

"We believe that behind every contact center metric is a real conversation, and behind every conversation is a chance to connect." said Andreas Gregoras, Global Head of Brand and PR at Voiso. "With this rebrand, we're doubling down on our belief that business is more personal than ever, and that technology should

empower empathy, not eliminate it.?

Voiso's refreshed identity includes a redesigned website, a modernized visual system, and a messaging framework that presents the company as a strategic partner, not just a software vendor. The brand's evolution reflects its growing role in the market: empowering contact center teams to deliver seamless, intelligent, and truly human communication at scale.

The new website is more intuitive, user-centric, and purpose-built for clarity, reinforcing Voiso's focus on usability and efficiency. A bold, modern color palette signals confidence and innovation, while a minimalist design approach reflects Voiso's commitment to simplifying complexity in an often overcrowded, feature-heavy industry. From prospect to partner, every user journey is designed to be frictionless, purposeful, and aligned with the realities of high-performance contact centers.

Voiso's new brand identity doubles down on what it has always stood for: making powerful technology feel effortless. The platform's most widely adopted features, including real-time dashboards, omnichannel messaging, AI-powered speech analytics, and predictive dialing, are now presented in a cleaner, more focused interface that improves daily workflows and reduces cognitive load.

"Our platform, from website UX to software usability, was built with agents -both sales and customer support- in mind," added Gregoras. "We've worked hard to strip away the complexity that often burdens contact center software and replaces it with something faster, cleaner, and easier to use, because agents deserve tools that work with them, not against them."

The global contact center landscape is evolving rapidly, driven by digital transformation, rising customer expectations, and the growing role of AI. Many providers have responded with bloated toolsets and overwhelming complexity. Voiso's rebrand marks a bold departure from that approach.

As a challenger brand, Voiso is positioning itself to lead with speed, empathy, and clarity, enabling modern sales and support teams to scale smarter, grow faster, and maintain a human touch across every channel.

"This isn't just about launching a new look, it's about reinforcing who we are," said Gregoras. "Voiso stands for real connection, intuitive design, and a relentless focus on simplicity. In a market full of noise, we're choosing clarity, and helping our customers do the same."

About Voiso

Voiso is a global leader in AI-powered contact center software. Built for speed, flexibility, and performance, Voiso empowers contact center teams to streamline operations, scale growth, and deliver exceptional customer experiences. From real-time dashboards and predictive dialing to omnichannel messaging and AI-driven speech analytics, Voiso enables every conversation to become a meaningful connection. Learn more at <https://voiso.com>.

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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](mailto:hello@voiso.com)

Phone: + 1 888 565 8889

The logo for Voiso Inc, featuring the word "VOISO" in a bold, sans-serif font. The letters are colored: 'V' is red, 'O' is purple, 'I' is blue, 'S' is blue, and 'O' is blue. The logo is centered horizontally and has a soft, light blue glow around it.