

Voiso Emphasizes on Human Connection in The Digital Era

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SINGAPORE, SG - June 03, 2025 -
Voiso, a leading provider of AI-powered contact center software, has officially launched a new brand identity and slogan: "Every interaction, a human connection." This rebrand underscores Voiso?s strategic focus on making complex software feel intuitive and personal, bridging the gap between automation and authentic customer experience in a CCaaS-first world.

According to Andreas Gregoras, Global Head of Brand and PR at Voiso, the rebrand is not simply a visual refresh, it?s a company-wide commitment to clarity, consistency, and empathy at every customer touchpoint.

?In an industry defined by dashboards, data, and intangible tools, branding is often the only tangible thing your customer interacts with before the product,? said Gregoras. ?We wanted our brand to reflect what our product already does: help businesses communicate clearly and meaningfully with their customers, no matter the scale.?

Unlike physical products, CCaaS solutions often operate behind the scenes, delivering value through code, APIs, and user dashboard; everything is intangible. Voiso operates in an industry where communication is more complex and unique than FMCG for example. This creates a unique branding challenge: how do you convey trust, ease, and differentiation without something users can touch?

?Branding in CCaaS isn?t about logos or color palettes alone, it?s about providing context to complexity,? Gregoras explains. ?Clear language, simple design, and consistent tone are strategic tools. They remove friction, both for customers and for the teams who serve them.?

Voiso?s new identity was developed with these principles in mind, aligning its visual language, messaging, and user experience around a central idea: the human connection at the heart of every customer conversation.

Clarity as Voiso is seen as a competitive advantage is an industry filled with techy words that can confuse potential clients. Voiso?s rebrand follows a growing movement in the tech industry toward ?debranding? and minimalist design, but with a clear difference: a focus on meaning. The company?s new slogan?Every interaction, a human connection?serves not just as a tagline, but as an internal compass.

The message is already influencing how Voiso builds product interfaces, communicates with users, and supports clients. From UX microcopy to onboarding flows, the goal is to make every interaction intuitive, empathetic, and easy to understand.

?It?s not just about how we look, it?s how we behave,? adds Gregoras. ?We want our brand to simplify the experience, reinforce trust, and reflect what we believe: that in every business conversation, people come first.?

Voiso believes that is key to building a CCaaS brand for the AI age. As automation and AI become more central to customer service and sales, Voiso?s brand stands out for its human-first positioning. While many platforms focus on efficiency alone, Voiso emphasizes clarity and connection as essential components of long-term customer loyalty.

This new brand direction supports Voiso?s broader mission: to empower contact center teams around the world to work better, connect faster, and grow smarter, without sacrificing the human touch.

?We?re not just building software,? said Gregoras. ?We?re building tools that people rely on in real time, often during critical business moments. That deserves a brand that?s just as thoughtful and reliable.?

About Voiso

Voiso is a global leader in AI-powered contact center software. Designed for high-performing support and sales teams, Voiso offers intuitive tools including omnichannel communication, AI Predictive Dialers, real-time dashboards, and AI speech analytics. With its newly launched brand identity, Voiso continues its mission to simplify communication and put people at the center of every interaction.

For more information, visit https://voiso.com

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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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