Voiso Shares How It Builds Strong Culture Across Distributed Global Teams

July 01, 2025

SINGAPORE, SG - July 01, 2025 -
Voiso, a global provider of AI-powered contact center solutions, is not only aiming to redefine the contact center software industry, but also what it means to build company culture in a remote-first world. As hybrid work becomes the norm and talent pools expand across borders, Voiso is putting people and intentional collaboration at the heart of its operational strategy.

With employees spread across Europe, the Middle East, the Americas, and Southeast Asia, Voiso?s team spans multiple time zones and cultural backgrounds. While many organizations struggle to maintain cohesion in such environments, Voiso has implemented a distinctive HR approach that enables asynchronous alignment, fosters employee engagement, and builds a unified sense of belonging, regardless of geography.

?We?ve learned that clarity, trust, and culture don?t just happen, they have to be designed,? said Maria Maslari, HR Business Partner at Voiso. ?It?s not about duplicating the old office experience. It?s about creating systems, rituals, and tools that keep people connected, even when they?re working a continent apart.?

Unlike traditional models that rely heavily on real-time communication, Voiso has embraced asynchronous workflows that accommodate different working hours. The company has invested in tools that promote and enhance collaborative actions, and structured check-ins to ensure every team member stays aligned without having to be online at the same time.

More importantly, the company treats culture-building as a deliberate, ongoing effort. From virtual team-building events to milestone celebrations and shoutouts across departments, Voiso?s HR initiatives are designed to cultivate personal connection in a fast-paced, digital environment.

?Culture is built in moments, big and small. It?s in how we onboard new hires, how we recognize contributions, and how we show up for one another,? Maslari explained. ?At Voiso, every team member is supported from the moment they join. We offer clear onboarding roadmaps, peer support, and the space to grow across locations.?

Voiso's commitment to internal alignment extends to its product development, where the company leverages its own advanced software for global collaboration. This includes their AI dialer, robust cloud-based voice infrastructure, integrated messaging capabilities, and real-time dashboards. These tools are crucial for keeping teams responsive and coordinated across various locations and time zones. Essentially, the very platform that empowers Voiso's clients to operate highly efficient contact centers is also instrumental in cultivating a high-performing internal team, demonstrating a cohesive and effective approach to both product and people.

?Working across time zones isn?t a blocker, it?s an advantage when you set it up right,? said Maslari. ?We?re not just building software for distributed teams, we are one. That gives us unique insight into what works and what doesn?t.?

As Voiso continues to expand, its HR strategy is anchored in the conviction that its people are its greatest competitive advantage. This commitment is consistently applied across the organization, ensuring that core values such as trust, ownership, empathy, and speed are deeply ingrained and experienced by every employee, regardless of their geographical location, from new hires in Cyprus to onboarding processes in Dubai and ongoing team support in the Philippines.

?At the end of the day, we?re not just building tech,? Maslari added. ?We?re building the conditions for people to do their best work, from anywhere. That?s the only way to grow fast and grow well.?

About Voiso

Voiso is a global leader in AI-powered contact center software. Designed for distributed customer support

and sales teams, Voiso?s platform enables voice, messaging, AI analytics, and predictive dialing at scale. With a footprint in over 120 countries, Voiso helps businesses connect faster, work smarter, and keep every interaction human.

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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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