

Voiso: Keeping Contact Centers Abreast of Future Shopper Trends

October 21, 2025

SINGAPORE, SG - October 21, 2025 -
Voiso, the AI-powered contact center platform trusted by global enterprises, has released its perspective on the reports regarding the future shopper, outlining the trends reshaping customer expectations and how contact centers can respond. The company emphasizes that while technology and shopping behaviors evolve quickly, the real differentiator remains human connection.

Reports reveals that online spend has stabilized at just over half of all retail activity, while physical stores continue to play an essential role in customer journeys. Sixty-two percent of shoppers say they prefer brands that operate across both digital and in-person channels. At the same time, consumers are demanding faster service, more seamless mobile experiences, and reassurance in moments of uncertainty.

For contact centers, this creates a new reality: speed and efficiency are necessary, but empathy and clarity are just as important. Voiso believes that platforms must enable both.

?Today?s shoppers expect seamless experiences, whether they begin on WhatsApp, call for reassurance, or require follow-up by email,? said Gregor Poto?ar, Chief Revenue Officer at Voiso. ?Our mission is to help contact centers remove friction from these journeys and ensure that every interaction feels like a human connection. That is how brands will meet the expectations of the future shopper.?

The report shows that nearly a third of consumers expect delivery within two hours, while four in ten will walk away if next-day service is not available. That urgency extends to the first moment of contact. Voiso enables service teams to meet this demand with intelligent call-back orchestration, proactive SMS or WhatsApp updates, and real-time routing that matches customers with the right resource quickly and transparently.

Mobile is now the dominant shopping channel, representing 42 percent of online sales, yet many shoppers still report frustration with mobile experiences. Voiso?s unified omnichannel suite brings voice, SMS, WhatsApp, and email into a single agent workspace, integrated with CRM data. Customers avoid repeating themselves, and agents deliver continuity across channels that would otherwise feel fragmented.

Marketplaces continue to set the standard for convenience and trust, but the reports found that many branded experiences still fall short. Voiso helps businesses raise the bar through real-time dashboards that highlight bottlenecks, Flow Builder tools that connect self-service to human support, and analytics that inform continuous process improvement.

The research also highlights consumer attitudes toward artificial intelligence. While many welcome AI-driven features, others remain skeptical or unclear about its role. Voiso Speech Analytics translates AI into tangible value by analyzing sentiment shifts, identifying effective phrases, and guiding coaching with actionable insights. Real-time nudges help agents de-escalate issues and personalize responses in the moment.

Personalization also plays a critical role in shaping satisfaction. Shoppers want brands to remember their history and preferences, but they disengage when personalization feels like an upsell tactic. Voiso routes repeat customers to the same specialists where appropriate, and surfaces CRM context in the agent?s view. This builds trust and creates a sense of recognition that supports long-term loyalty.

The reports further points to the influence of families in purchasing decisions, as well as the need for accessibility and inclusivity in digital service. Voiso supports these priorities with flexible contact records, transcription tools, and multilingual capabilities that enable organizations to serve households and individuals with diverse needs.

For Voiso, these insights reinforce the importance of aligning technology with human understanding. The company advises contact center leaders to take three practical steps: define an optichannel strategy that reflects customer preferences, measure outcomes such as sentiment and first conversation resolution, and

continuously coach agents with real-world examples from daily interactions.

As shopping behavior continues to evolve, Voiso remains focused on its core mission: to enable every interaction to be a human connection. By combining speed, intelligence, and empathy, the company helps global contact centers adapt to the expectations of the future shopper while building relationships that last.

About Voiso

Voiso is an AI-powered contact center platform that helps global organizations deliver seamless, human-first customer experiences. With predictive dialing, speech analytics, omnichannel routing, and CRM integration, Voiso simplifies complex operations while enabling customer engagement at scale. Trusted by businesses in fintech, e-commerce, travel, BPO, and technology, Voiso empowers teams to connect with clarity, empathy, and confidence.

###

For more information about Voiso Inc, contact the company here:Voiso IncVoiso+ 1 888 565 8889hello@voiso.com9 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