



Match-Trader and Voiso Improve Broker Communication Through Integrated Voice and Messaging

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Voiso, the AI-powered contact center platform serving enterprise sales and support teams, has entered into a formal partnership with Match-Trader, the next-generation trading platform developed by Match-Trade Technologies. The partnership brings Voiso's communication infrastructure directly into the Match-Trader CRM, enabling Forex brokers, proprietary trading firms, and fintech providers to deliver faster, smarter, and more secure client communications.

Match-Trader is trusted by some of the world's largest financial firms and has long focused on providing modular, API-friendly trading technology. With built-in TradingView charting and flexible back-end architecture, the platform supports a wide range of broker configurations and is designed to serve clients across Europe, Asia, and the Middle East.

Voiso is contributing actively to Match-Trader's partner ecosystem. The company's referral and integration

partnership provides brokers with access to a robust suite of VoIP and messaging capabilities, including real-time call routing, predictive dialing, AI-powered analytics, global reach, and omnichannel engagement through SMS and WhatsApp. Match-Trader clients can integrate these tools to support outbound sales, trade desk operations, KYC processes, and multilingual support workflows.

?Flexibility is one of our top priorities,? said Alexis Droussiotis, Head of Match-Trader Platform. ?Voiso offers our clients a broad range of voice and messaging options, allowing hem to select the tools that best fit their operations. Early feedback suggests these capabilities may enhance customer experience and engagement over time.?

The relationship began through a client recommendation and has evolved into a structured, mutually beneficial integration. Match-Trader has introduced a dedicated section in its ecosystem to feature Voiso?s capabilities, promoting their availability as part of its overall trading technology suite.

By integrating Voiso, Match-Trader clients now have the ability to deploy localized, compliant communication services in parallel with their trading infrastructure. This includes VoIP services optimized for low-latency regions, AI-powered speech analytics for conversation quality, and real-time CRM syncing for tracking customer interactions.

The partnership with Voiso is helping Match-Trader explore enhancements to its CRM, including messaging efficiency and communication tools. These outcomes reflect a growing demand for embedded communication tools within high-speed financial environments.

"We value the ability to provide SMS and WhatsApp-based notifications within our CRM," added Droussiotis. "This is supporting us explore more effective ways to deliver time-sensitive information, such as account updates, trade confirmations, and compliance messages, with the goal of supporting smoother operations for our clients."

The partnership also strengthens Voiso?s presence within the fintech and trading sector, where real-time infrastructure, security, and customization are critical. With its deep CRM integration and multi-market coverage, Voiso aligns well with Match-Trader?s global client base and product philosophy.

?Our strategy has always focused on enabling communication infrastructure that supports fast-moving, regulated industries,? said Gregor Poto?ar, Chief Revenue Officer at Voiso. ?Working with Match-Trader is a great example of how two specialized platforms can combine strengths. Together, we are enabling brokers to run leaner operations, serve clients more responsively, and scale with confidence.?

Collaboration between the two companies has been described as proactive, responsive, and technically

smooth. Both teams worked closely during the integration process to ensure system compatibility and to tailor Voiso's features for the needs of Forex brokers and proprietary trading firms.

Looking forward, Voiso and Match-Trader plan to explore additional product integrations, including tighter syncing with trade event triggers and expanded analytics for communication performance. The goal is to offer trading companies an even more unified platform experience that brings execution, compliance, and client service under one connected environment.

About Match-Trader

Match-Trader is an advanced trading platform developed by Match-Trade Technologies, a leader in Forex technology since 2013. The platform offers a flexible and modular environment that supports front-end and back-end solutions, with seamless API connections and global deployment options. Match-Trader is used by Forex brokers, CFD providers, and prop firms across multiple regions to deliver secure, scalable, and modern trading experiences.

About Voiso

Voiso is an AI-powered contact center platform that enables global organizations to deliver seamless customer engagement across voice and messaging channels. With tools including predictive dialing, speech analytics, omnichannel support, and real-time CRM integration, Voiso helps teams operate with greater speed, clarity, and customer insight. The platform is trusted by fintech providers, travel companies, e-commerce leaders, and BPOs worldwide.

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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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