



Voiso Boosts Global Growth with Transparent, Human-Centered Hiring

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Voiso, a global provider of AI-powered contact center software, has shared new insights into its people strategy, emphasizing the company's commitment to transparent, data-informed, and human-centered hiring as a foundation for sustainable growth.

According to Malika Isaeva, HR Director at Voiso, recruiting is more than an operational necessity, it's where the company's culture begins. "At Voiso, every new hire marks the beginning of a story, one that starts long before the first day on the job," said Isaeva. "Recruiting isn't just a process for us; it's where our culture takes shape. Each conversation with a candidate reflects who we are and what we value: transparency, collaboration, and human connection."

As Voiso continues to expand globally, its hiring approach plays a crucial role in ensuring the company's culture scales with its business. With employees and clients spanning multiple regions and industries, from fintech and travel to e-commerce and BPOs, Voiso's recruitment model is designed to attract diverse talent

while maintaining a consistent, values-driven experience across every market.

"Building a great team starts with clarity," Isaeva explained. "Every role at Voiso follows a structured hiring process that's consistent across teams and regions. Clear steps mean candidates always know where they stand. It's part of our promise to treat every applicant with respect, because a transparent process builds trust, and trust is the foundation of every great company."

Voiso's HR team has implemented standardized interview steps, data-backed evaluation methods, and close collaboration between recruiters and hiring managers to ensure fairness and precision at every stage. These practices have become instrumental in supporting the company's rapid growth while preserving its people-first culture.

Communication is another pillar of Voiso's hiring philosophy. The HR team prioritizes clear, honest feedback with candidates, ensuring each interaction reinforces the company's values. "Recruitment is often a person's first impression of Voiso," Isaeva added. "Whether a candidate joins us or not, we want them to leave with the sense that they've been heard and valued."

Voiso also integrates analytics into its talent strategy to improve decision-making. Data helps the company identify patterns in candidate experience, streamline processes, and continuously refine hiring outcomes. But while technology helps Voiso operate at scale, it never replaces the human judgment that defines its culture.

"Our recruitment decisions are guided by insight, not instinct alone," said Isaeva. "Data helps us move faster and more efficiently, but people remain at the heart of every hiring choice. Numbers inform us, people inspire us."

Gregor Potočar, Chief Revenue Officer at Voiso, highlighted how Voiso's hiring philosophy connects directly to its business growth. "As Voiso continues to expand globally, hiring the right people is critical," said Potočar. "Our success depends on finding individuals who share our values of clarity, empathy, and purpose. Transparent, collaborative hiring ensures that our growth is sustainable, because culture and performance must scale together."

This global perspective is reflected in Voiso's diverse teams, which bring together professionals from multiple nationalities, languages, and professional backgrounds. The company's diversity is seen as a key advantage, enriching collaboration and creativity across regions and departments.

"Our teams mirror the diversity of the clients we serve," Isaeva said. "We're not looking for identical profiles; we're looking for individuals who share our curiosity and drive to simplify complexity through technology. Diversity isn't just a value for us, it's an essential part of how we build better solutions for a global

audience.?

By maintaining transparency, structure, and empathy in every hiring interaction, Voiso is not only strengthening its workforce but also reinforcing its mission of making every interaction a human connection.

As Voiso scales its business across new markets, this people-first approach ensures the company's foundation remains strong: a culture that prioritizes communication, collaboration, and trust, the same values that define its platform and its partnerships.

About Voiso

Voiso is an AI-powered contact center platform that helps global organizations deliver seamless, human-first customer engagement. With predictive dialing, speech analytics, omnichannel routing, and CRM integration, Voiso simplifies complex operations while enabling teams to scale with confidence. Trusted by enterprises, BPOs, and global brands, Voiso ensures that every interaction becomes a human connection.

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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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The logo for Voiso, featuring the word "VOISO" in a bold, sans-serif font. The letters are colored in a gradient: 'V' is red, 'O' is orange, 'I' is yellow, 'S' is green, and 'O' is blue.