

Voiso and Mercatus Outsourcing Partner to Transform Customer Experience

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SINGAPORE, SG - November 12, 2025 -
Voiso, a global provider of AI-powered contact center software, today announced a strategic partnership with Mercatus Outsourcing, a Bulgarian-based (BPO) company serving clients across the EMEA region. The collaboration empowers Mercatus to deliver scalable, data-driven, and omnichannel customer engagement solutions built on Voiso?s enterprise-grade communication platform.

Mercatus Outsourcing provides customer, technical support L1 & L2, IT services, and digital outsourcing solutions for businesses seeking to enhance their customer experience and operational efficiency. With approximately 100 employees, the company specializes in helping organizations modernize their service delivery and streamline communication. By integrating Voiso?s platform, Mercatus now offers clients advanced voice, messaging, and lead management capabilities from a single, unified solution.

The partnership was established as part of Mercatus? strategy to strengthen its service offering and enter new markets with confidence. According to Trayan Trayanov, Founder and CEO of Mercatus Outsourcing,

the collaboration with Voiso has already improved service quality and customer satisfaction. ?Voiso empowers us to deliver scalable, data-driven communication solutions that elevate every customer experience,? said Trayanov. ?With this integration, we?re able to support our clients with tools that increase performance, accelerate conversions, and create measurable impact.?

Voiso?s platform brings together AI-powered dialing, omnichannel routing, CRM integration, and analytics designed to help contact centers and outsourcing providers operate more efficiently. For Mercatus, these capabilities translate into faster client onboarding, enhanced campaign performance, and more seamless collaboration across distributed teams.

Martin Kalinov, Chief Marketing Officer at Voiso, highlighted how the partnership reflects a shared vision for customer experience innovation. ?Mercatus represents the new generation of BPOs ? agile, data-driven, and customer-obsessed,? said Kalinov. ?By combining their operational expertise with Voiso?s technology, we?re enabling a model where every conversation counts. This partnership demonstrates how intelligent communication can fuel growth, strengthen relationships, and redefine what great customer experience looks like in the outsourcing industry.?

The collaboration underscores a growing trend in the BPO sector: the move toward integrated cloud communication systems that prioritize scalability, transparency, and automation. With Voiso?s infrastructure, Mercatus gains the ability to handle high call volumes across multiple clients and channels without compromising quality.

?Voiso?s omnichannel platform aligns perfectly with our clients? needs,? added Trayanov. ?It gives us the flexibility to integrate seamlessly with existing CRM systems and the intelligence to optimize every customer interaction. It?s not just a technology layer, it?s a foundation for better service delivery.?

Gregor Poto?ar, Chief Revenue Officer at Voiso, emphasized the strategic importance of partnerships like this in driving digital transformation for service providers across the EMEA region. ?Outsourcing providers like Mercatus are critical to how global brands scale customer experience,? said Poto?ar. ?Our goal is to empower them with the same tools and intelligence used by the world?s most advanced contact centers, without the complexity. This partnership proves that innovation in communication doesn?t have to come at the cost of simplicity or reliability.?

The integration also helps Mercatus position itself as a trusted technology partner for clients seeking outsourced solutions. With access to Voiso?s AI-powered features, including predictive dialing, analytics, and omnichannel messaging, Mercatus can deliver higher efficiency while maintaining the human connection that customers expect.

Since the partnership?s launch, Mercatus has reported expanded reach, new customer acquisitions, and stronger long-term relationships. The company plans to continue co-developing service offerings with Voiso as it grows its EMEA footprint. Both organizations view this collaboration as a foundation for further innovation in contact center technology and BPO service excellence.

As the demand for intelligent, scalable customer engagement solutions continues to rise, Voiso and Mercatus are demonstrating how technology and partnership can combine to reshape communication for a new era of customer experience.

About Mercatus Outsourcing

Mercatus Outsourcing is a Bulgarian-based business process outsourcing provider specializing in customer support, IT services, and digital operations. Serving clients across EMEA, the company helps businesses improve efficiency, enhance customer experience, and achieve operational excellence.

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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