



Voiso Emphasizes Human-Centered Partnership as a Core Pillar of Its Contact Center Strategy

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Voiso, a global provider of AI-powered contact center solutions, has reaffirmed its commitment to a human-centered approach to technology and customer engagement. While the company continues to expand its automation, analytics, and AI-driven communication capabilities, leadership states that partnership and long-term collaboration remain central to its strategy.

Ivan Mitov, Partner Account Manager at Voiso, highlighted that the company's differentiation extends beyond product functionality.

"Voiso is far more than an AI-powered communication platform," Mitov said. "Advanced technology is essential in today's market, but sustainable growth is built on strong partnerships. Genuine connection, empathy, and trust continue to define successful business relationships."

As automation becomes more widespread across the customer experience landscape, many organizations

are re-evaluating how technology integrates with human interaction. According to Mitov, Voiso has deliberately positioned its model to ensure that automation enhances service rather than replacing meaningful engagement.

“In an industry increasingly shaped by scale and efficiency, it is easy for relationships to become transactional,” Mitov explained. “At Voiso, the objective is to understand each organization’s operational model, internal processes, and long-term goals. The focus is on delivering solutions that support sustainable scaling while maintaining clarity and consistency.”

This philosophy is reflected in the structure of Voiso’s platform. The system is designed to be intuitive and adaptable, supporting businesses of various sizes and industries. Core capabilities include predictive dialing, AI speech analytics, omnichannel routing, and real-time dashboards. According to company leadership, these features are developed with usability and operational simplicity in mind.

“Technology should not create additional friction,” Mitov noted. “Ease of adoption and clarity of use are critical. When systems are designed thoughtfully, they become tools that support growth rather than obstacles that require constant management.”

Voiso’s internal culture also reinforces this partnership-driven approach. The company states that teams across sales, onboarding, and technical support are structured to prioritize long-term collaboration over short-term transactions. This includes maintaining direct communication channels and ongoing engagement throughout the customer lifecycle.

Mitov described this approach as combining agility with scale. “Regardless of company growth or technological advancement, the principle remains consistent: maintain accessibility, remain responsive, and ensure that each partnership receives focused attention.”

Gregor Potocar, Chief Revenue Officer at Voiso, added that customer relationships remain a central performance indicator for the organization.

“Growth in the contact center industry is often measured by feature expansion and automation capabilities,” Potocar said. “At Voiso, equal weight is placed on relationship durability and operational alignment. Technology creates opportunity, but partnership sustains long-term value.”

Voiso continues to expand its global partner network, working with BPOs, enterprises, and regional providers across multiple markets. The company states that its objective is to combine scalable infrastructure with collaborative engagement models that reflect local operational realities.

Industry analysts note that as contact center environments become more complex, organizations increasingly seek vendors that provide both technical depth and strategic alignment. Voiso's emphasis on partnership reflects a broader trend in which service providers position relationship management as a competitive differentiator alongside product innovation.

Mitov concluded that maintaining a balanced approach between automation and human engagement remains essential. "Innovation and AI capabilities will continue to evolve," he said. "However, long-term success depends on how effectively technology is supported by responsive teams and structured collaboration."

As customer engagement expectations continue to rise globally, Voiso states that its strategy will remain anchored in combining technological advancement with consistent, relationship-focused execution.

About Voiso

Voiso is a global provider of AI-powered contact center software. Its platform includes predictive dialing, speech analytics, omnichannel communication, and real-time dashboards designed to help organizations manage customer interactions with operational clarity and scalability. Voiso serves enterprises, BPOs, and global brands across multiple industries.

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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 Inc, featuring the word "VOISO" in a stylized, lowercase font. The letters are colored in a gradient: 'V' is red, 'O' is purple, 'I' is blue, 'S' is light blue, and 'O' is dark blue.