



## **Voiso expands on the Contact Center Analytics Shifts from Visibility to Predictive Intelligence**

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Voiso, a global provider of AI-powered contact center solutions, has outlined key shifts in how business leaders are approaching analytics investments in 2026, emphasizing the growing demand for predictive intelligence, omnichannel quality measurement, and employee engagement insights alongside real-time operational dashboards.

According to recent industry research, 60 percent of leaders investing in analytics prioritize improving predictive and proactive engagement. In addition, 54.7 percent want stronger omnichannel quality measurement, 52.6 percent are focused on root cause analysis, and 49.5 percent aim to better measure employee engagement and wellness.

Sinan Aksöz, Head of Sales Development at Voiso, believes these findings signal a clear evolution in expectations. For years, contact centers focused on visibility. Real-time dashboards were, and still are, critical for operational clarity. They allow managers to monitor performance, adjust staffing, and stay aligned

throughout the day. But today, leaders want more than visibility. They want foresight.?

Real-time dashboards continue to serve as the operational backbone of modern contact centers. They provide immediate insight into metrics such as answer rates, handle times, and agent productivity, enabling fast and informed decision-making. However, as customer journeys become more complex and distributed across channels, leaders increasingly expect analytics to move beyond monitoring toward proactive guidance.

‘Dashboards tell you what is happening right now,’ Aksöz explained. ‘Predictive analytics helps you understand what is likely to happen next. When sixty percent of leaders prioritize proactive engagement, it means they want systems that can identify churn risks, highlight underperforming campaigns, and flag potential service issues before they escalate.’

The growing emphasis on omnichannel measurement further reflects changing customer behavior. With interactions spanning voice, chat, messaging applications, and email, businesses must maintain consistency across every touchpoint. Traditional channel-by-channel reporting is no longer sufficient.

‘Customers do not think in channels,’ Aksöz said. ‘They expect a seamless experience whether they start with a message, a call, or a web inquiry. Leaders want unified insight that connects those interactions and provides context, not fragmented reports.’

Root cause analysis is another area of increasing importance. While dashboards can reveal shifts in average handle time or customer sentiment, deeper analysis is required to uncover underlying causes. This may include identifying recurring objections in sales calls, detecting product confusion trends, or pinpointing workflow inefficiencies that affect service quality.

‘Surface-level metrics are useful, but they rarely tell the whole story,’ Aksöz noted. ‘When teams understand the root causes behind performance changes, they can implement targeted improvements instead of reacting to symptoms.’

At the same time, nearly half of leaders are now prioritizing better measurement of employee engagement and wellness. This reflects a broader understanding that agent experience directly influences customer outcomes. Analytics platforms increasingly incorporate sentiment analysis, workload visibility, and coaching insights to help managers support their teams proactively.

‘People metrics are now business metrics,’ Aksöz added. ‘Burnout, disengagement, and high turnover all impact performance. Leaders want the tools to identify these patterns early and act before they affect service quality.’

Voiso's platform integrates real-time dashboards with AI-driven speech analytics, predictive dialing, and omnichannel reporting, enabling organizations to combine operational visibility with deeper intelligence. By layering contextual insights on top of live performance data, contact centers can transition from reactive management to proactive optimization.

As contact center leaders continue to refine their investment strategies, Voiso views the future of analytics as an evolution rather than a replacement of existing tools. "Dashboards remain essential," Aksöz concluded. "The difference is that today's leaders expect those dashboards to connect with predictive insights and actionable guidance. The goal is not more data. It is better decisions, delivered faster."

With rising expectations for speed, efficiency, and personalization, analytics is becoming a strategic differentiator rather than a supporting function. As businesses navigate this shift, platforms that combine real-time clarity with forward-looking intelligence are positioned to help contact centers remain agile, competitive, and customer-focused in 2026 and beyond.

## About Voiso

Voiso is a global CCaaS provider specializing in AI-powered contact center solutions. Its platform offers predictive dialing, speech analytics, omnichannel communication, and real-time dashboards designed to help sales and support teams simplify complexity and deliver human-level interactions at scale. Trusted by enterprises, BPOs, and global brands, Voiso empowers organizations to transform customer engagement through clarity, intelligence, and 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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