

Voiso Introduces Bring Your Own Bot Capability to Support AI Flexibility in Contact Centers

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Voiso, a global provider of contact center software, has introduced a Bring Your Own Bot capability that allows enterprises to integrate their preferred artificial intelligence models directly into the contact center environment. The development reflects a broader industry shift toward greater architectural flexibility and enterprise governance in AI deployment.

In recent years, many CCaaS platforms embedded AI through proprietary bots and vendor-managed models. While this approach simplified early adoption, enterprise AI strategies have matured. Organizations are increasingly standardizing around selected large language model providers such as OpenAI, Anthropic, and Google Cloud, or building proprietary AI systems trained on internal data.

According to Martin-Zuher Nabil Al Bakri, Sales Director at Voiso, enterprise conversations around AI have evolved significantly.

?The question enterprises are asking is no longer simply whether a platform has AI capabilities,? Al Bakri said. ?It has become whether they can integrate their own AI strategy into the contact center environment. That distinction changes how infrastructure needs to be designed.?

The Bring Your Own Bot capability allows enterprises to deploy internally developed or externally selected AI agents within Voiso?s communication framework. The platform continues to manage routing, omnichannel connectivity, analytics, and operational oversight, while the intelligence layer remains under enterprise control.

This model supports what industry observers describe as a move toward LLM-agnostic infrastructure. Rather than relying exclusively on a vendor?s native AI stack, organizations can align their contact center systems with broader corporate AI governance and model selection policies.

?Many enterprises have made significant investments in AI outside of the contact center,? Al Bakri explained. ?There is growing demand for infrastructure that integrates with those investments instead of requiring a separate, proprietary model environment.?

The rapid adoption of AI, especially in customer-facing roles, mandates a strong focus on governance and data ownership. As AI systems gain autonomy, compliance and security teams are taking a central role in oversight, moving beyond peripheral review. This heightened scrutiny is driven by complex regulatory and operational needs. Enterprises urgently require clear protocols and documented assurances in four key areas: Model Selection and Vetting: Transparent criteria for assessing fairness, bias, and reliability before integration. Prompt Management and Engineering: Controlled, auditable practices for constructing and executing prompts, especially in generative AI, to mitigate risks and maintain version control. Version Control and Auditability: The ability to track, roll back, and fully audit every model iteration and configuration for forensics and stability. Data Handling and Lineage: Absolute clarity on how customer data is processed and stored, ensuring strict adherence to privacy regulations (like GDPR/CCPA) and preventing misuse or leakage. The market is moving past AI experimentation to demand institutionalized, enterprise-grade AI governance to ensure accountability, mitigate legal risk, and protect data integrity.

?AI is now operational in many organizations,? Al Bakri said. ?When AI impacts regulated interactions or customer outcomes, governance becomes a central consideration. Infrastructure neutrality supports that governance.?

Historically, proprietary AI ecosystems within CCaaS platforms created varying degrees of dependency on vendor roadmaps and feature cycles. Industry analysts note that architectural openness is becoming a more prominent factor in procurement decisions, particularly among mid-market and enterprise buyers preparing for long-term AI integration.

The separation between communication infrastructure and intelligence layer is increasingly viewed as a way to maintain flexibility while preserving operational stability. In this structure, the contact center platform provides the execution environment for communication workflows, while enterprises retain authority over the AI systems driving decision logic and automation.

?The competitive discussion is shifting,? Al Bakri said. ?It is less about whose built-in bot has more features and more about which platform allows enterprises to align with their internal AI roadmap.?

As AI governance frameworks mature across industries, demand for infrastructure that supports model flexibility and enterprise oversight is expected to continue growing. Voiso?s introduction of Bring Your Own Bot aligns with this broader shift toward architectural neutrality within contact center environments.

About Voiso

Voiso is a global provider of 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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