

Voiso Highlights the Human Impact of Regional Conflict on GCC Contact Centers

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SINGAPORE, SG - June 10, 2026 -
As geopolitical tensions between the United States and Iran continue to affect regional stability, businesses across the Gulf are facing growing operational pressure beyond the headlines. According to Martin-Zuher Nabil Al Bakri, Sales Director at Voiso, one of the least discussed but most immediate impacts of regional instability is the strain placed on customer communication and contact center operations throughout the GCC.

In a recent industry commentary, Al Bakri outlined how conflict-related disruption increasingly affects customer-facing teams in sectors such as travel, banking, healthcare, logistics, and ecommerce. While public discussion often focuses on oil markets, aviation, and trade routes, he argues that contact centers are becoming one of the first operational environments where the human consequences of uncertainty appear.

?When uncertainty rises, people call,? Al Bakri said. ?Customers want reassurance, updates, and clarity. Every disruption eventually becomes a conversation inside a contact center, whether that involves travel

delays, financial concerns, healthcare coordination, or supply chain interruptions.?

The GCC continues to strengthen its role as a global center for commerce, tourism, finance, and digital services. According to Gulf-Stat data, GCC countries recorded more than 72 million international tourist arrivals in 2024, generating approximately $120 billion in tourism revenue. At the same time, regional demand for customer communication infrastructure continues to grow rapidly. Market research estimates place the GCC contact center software market at approximately $1.4 billion, driven by digital transformation initiatives, AI adoption, and the expansion of omnichannel customer engagement.

Al Bakri noted that this increasing reliance on digital communication platforms also creates greater operational exposure during periods of instability.

?Customer communication is no longer just a support function,? he explained. ?For many organizations, it has become part of their critical infrastructure. The ability to communicate clearly and consistently during disruption directly affects customer trust and business continuity.?

Recent developments across the region have reinforced those concerns. Aviation and logistics analysts have reported significant disruption to transport networks and freight movement following escalations in the Middle East. Industry reports have shown reduced air traffic capacity, rising operational costs, and growing pressure on supply chains connected to Gulf transit routes.

According to Al Bakri, these conditions force contact center leaders to rethink resilience in more practical terms.

?The conversation is shifting from simple scalability to operational continuity,? he said. ?Organizations are asking whether teams can continue supporting customers if offices become inaccessible, if staffing patterns change suddenly, or if demand spikes beyond normal operating levels.?

He emphasized that resilience cannot be viewed purely as a technical issue. While cloud infrastructure, routing flexibility, analytics, and remote accessibility all play important roles, the emotional pressure placed on both customers and agents must also be considered.

?The unsung tragedy of conflict is uncertainty,? Al Bakri said. ?Many people never appear in official reports. They appear as calls, chats, and messages. Behind every interaction is a person trying to understand what happens next, and on the other side is an agent expected to provide calm and clarity under pressure.?

Al Bakri also pointed to the growing importance of balancing automation with human support. While AI and self-service tools help organizations manage high-volume interactions, he cautioned against removing the

human layer during emotionally sensitive situations.

?There are interactions where speed and automation are extremely effective,? he explained. ?But when conversations involve fear, urgency, financial stress, or healthcare concerns, customers still want empathy, context, and reassurance from another person.?

He added that many GCC organizations are now placing greater emphasis on infrastructure resilience, data sovereignty, operational flexibility, and responsible AI governance as part of broader customer experience strategies.

Within this environment, contact center planning increasingly includes real-time monitoring, omnichannel routing, remote agent enablement, escalation workflows, and proactive workforce management. Industry leaders are also paying closer attention to agent wellbeing, recognizing that operational resilience depends not only on systems remaining online, but on employees being able to perform effectively during periods of heightened stress.

?A resilient contact center is not simply one that stays operational,? Al Bakri said. ?It is one where teams are supported, communication remains clear, and customers continue to feel heard during difficult moments.?

While technology remains central to the modernization of customer operations across the Gulf, Al Bakri believes the long-term differentiator will continue to be human connection.

?In uncertain periods, customers remember who answered, who listened, and who communicated clearly,? he concluded. ?The strongest organizations will be the ones that combine strong infrastructure with empathy, adaptability, and responsible communication.?

About Voiso

Voiso is a global provider of AI-powered contact center software that supports customer communication across voice, messaging, analytics, and omnichannel engagement. Its platform is used by organizations in sectors including fintech, travel, healthcare, ecommerce, logistics, and BPO to manage customer interactions at scale.

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For more information about Voiso Inc, contact the company here:Voiso IncVoiso+ 1 888 565

8889hello@voiso.com9 Temasek Boulevard, #29-01, Suntec Tower 2, Singapore 038989

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.

Website: https://voiso.com/

Email: hello@voiso.com

Phone: + 1 888 565 8889