

# Voiso Shares the Next Phase of Contact Center AI Will Be Defined by Control, Not Adoption

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As artificial intelligence becomes deeply embedded in customer operations, enterprises are shifting their focus away from rapid deployment and toward governance, visibility, and operational control. According to Sinan Aksöz, Head of Sales Development at Voiso, the contact center industry is entering a new phase where managing AI effectively is becoming more important than simply adopting it.

In a recent industry commentary, Aksöz highlighted how customer operations leaders are increasingly prioritizing oversight, accountability, and integration stability as AI systems move from experimentation into everyday customer interactions.

?For the last few years, the industry has focused heavily on how quickly organizations could adopt AI,? Aksöz said. ?Now the conversation is changing. Most enterprises already use AI in some form. The real challenge today is understanding how to control it inside live customer environments.?

The shift reflects broader trends across the customer experience and contact center sector. Industry publication No Jitter recently described the next phase of contact center AI as moving ?from deployment to control,? with enterprises focusing more heavily on governance, observability, testing, and real-time monitoring of AI systems.

According to Aksöz, this evolution was inevitable as AI technologies became integrated into increasingly complex operational environments.

?Customer operations are not static systems,? he explained. ?Contact centers manage thousands of unpredictable interactions every day across different channels, languages, and levels of urgency. In that kind of environment, AI cannot simply be intelligent. It also has to be manageable, transparent, and operationally reliable.?

As AI adoption accelerates, organizations are also encountering challenges that extend beyond implementation. These include inconsistent outputs, escalation gaps, governance concerns, and difficulties maintaining visibility into how automated systems make decisions during customer interactions.

Industry analysts have pointed to growing concerns around AI accountability, particularly in highly regulated sectors such as financial services, healthcare, telecommunications, and government services, where customer communication carries operational and compliance risks.

Aksöz noted that customer trust is becoming an increasingly important factor in how organizations evaluate AI-driven customer engagement.

?Customers are more aware than ever when they are interacting with automated systems,? he said. ?That means businesses have to think carefully about where automation improves the experience and where human involvement remains essential.?

Research from consulting firms including McKinsey has similarly highlighted the growing importance of balancing AI automation with human support inside customer service operations. Many organizations continue to evaluate how AI can improve efficiency without reducing empathy, context, or service quality.

According to Aksöz, the strongest contact center operations in the coming years will not necessarily be the ones deploying the largest number of AI tools, but rather the ones building sustainable frameworks around them.

?The competitive advantage is shifting toward operational control,? he said. ?Organizations want visibility into how systems behave, how customer sentiment changes over time, how escalation patterns develop, and

where automation genuinely creates value.?

This shift is also influencing procurement and infrastructure decisions. Enterprises are increasingly evaluating AI systems based on governance capabilities, flexibility, integration compatibility, and long-term scalability rather than novelty alone.

?Businesses are becoming much more sophisticated in the questions they ask,? Aksöz explained. ?They want to understand how AI fits into their workflows, how data is managed, how quality is monitored, and how human teams remain part of the process.?

Aksöz emphasized that AI should be viewed as a support layer for customer operations rather than a complete replacement for human interaction.

?AI works best when it supports agents, not when it isolates customers from people entirely,? he said. ?Real-time guidance, summaries, analytics, and automation can improve efficiency significantly, but there are still moments where empathy, judgment, and context require human involvement.?

The increasing maturity of the AI conversation within the contact center industry is, in Aksöz?s view, a positive development.

?The industry is moving beyond the initial hype cycle and into operational reality,? he said. ?That is healthy because long-term success will not come from deploying the most AI features the fastest. It will come from building systems that organizations can trust and manage effectively at scale.?

As organizations continue to modernize customer operations, AI governance, operational transparency, and observability are expected to become central priorities for contact center leaders globally.

Aksöz added that this evolution is already shaping how businesses approach customer communication strategy moving into 2026 and beyond.

?Adoption already happened,? he concluded. ?Now the focus is on accountability, visibility, and making AI genuinely useful inside real customer environments.?

About Voiso

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

interactions at scale.

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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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