



Contact Centers Shift Focus from Channel Expansion to Governance as WhatsApp Becomes Core Customer Service Infrastructure

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As digital communication channels continue to reshape customer engagement, industry leaders are warning that simply adding more channels is no longer enough. According to Radoslav Rusev of Voiso, the next phase of contact center transformation will be defined not by channel availability, but by governance, visibility, and the ability to maintain context across every customer interaction.

WhatsApp, once viewed primarily as an additional messaging option, has rapidly evolved into a critical communication channel across Europe, the Middle East, Africa, and other global markets. Its widespread adoption has made it a preferred platform for customer service, sales engagement, and support interactions. However, organizations are increasingly discovering that channel adoption alone does not guarantee a better customer experience.

"For many years, the objective was simple: be present wherever customers wanted to communicate," said

Radoslav Rusev. "Today, the challenge is very different. The real question is whether organizations can govern those interactions, maintain context across channels, and ensure that every conversation contributes to a unified customer journey."

Industry analysts have observed a growing shift away from what many organizations considered first-generation omnichannel strategies. While early omnichannel initiatives focused primarily on enabling agents to access multiple communication channels from a single interface, customer expectations have continued to evolve.

Customers increasingly move between messaging, voice, email, and other channels during a single journey. A conversation may begin on WhatsApp, continue through a phone call, and conclude through another digital touchpoint. When those interactions remain disconnected, organizations risk losing valuable context, reducing service quality, and creating unnecessary friction for both customers and employees.

According to Radoslav, this has elevated contextual continuity into one of the most important priorities for modern customer operations.

"Customers do not think in channels," he explained. "They think in outcomes. They expect businesses to remember previous conversations regardless of where those interactions occurred. When context disappears between channels, the customer immediately feels the disconnect."

The growing importance of governance is also being driven by regulatory requirements and the increasing complexity of customer data management. Financial services, healthcare providers, and other regulated industries face mounting pressure to ensure that customer communications remain traceable, auditable, and compliant across every touchpoint.

As messaging volumes continue to increase, organizations that rely on disconnected systems or lightweight integrations may encounter operational challenges that become more difficult to manage at scale.

"Every new communication channel introduces questions around ownership, compliance, routing, consent, and reporting," said Radoslav. "If a channel is important enough for customers to use regularly, it should be governed with the same rigor as every other customer interaction."

The rapid expansion of artificial intelligence across customer operations has further intensified the need for integrated communication environments. AI-powered capabilities such as conversation summarization, sentiment analysis, automated quality monitoring, and next-best-action recommendations depend heavily on access to complete interaction histories.

When customer conversations are fragmented across multiple systems, the effectiveness of these technologies can be significantly reduced.

"AI is only as effective as the context available to it," Radoslav noted. "If interaction history is fragmented, organizations limit their ability to generate meaningful insights, automate intelligently, and support agents effectively."

As enterprises continue investing in automation and AI-driven customer engagement, many industry observers believe that governance will become one of the defining competitive differentiators within the contact center sector.

Organizations evaluating their communication strategies are increasingly being encouraged to assess whether new channels inherit existing routing frameworks, escalation procedures, reporting structures, and compliance controls. The ability to maintain operational consistency across channels is becoming as important as the channels themselves.

Radoslav believes that this shift represents a broader evolution in how organizations think about customer experience.

"The future of customer operations will not be determined by how many channels a business supports," he said. "It will be determined by how effectively those channels work together. Governance, continuity, and visibility are becoming the foundations that allow organizations to scale customer engagement while maintaining quality, compliance, and trust."

As messaging platforms continue to play a larger role in customer communication, contact center leaders are increasingly recognizing that successful digital transformation requires more than expanding channel availability. It requires building the operational frameworks that ensure every conversation remains connected, measurable, and actionable across the entire customer journey.

About Voiso

Voiso is a global provider of AI-powered contact center software that helps businesses manage customer interactions across voice, messaging, email, and digital channels. Through intelligent routing, speech analytics, automation, and omnichannel communication capabilities, Voiso enables organizations to improve operational visibility, enhance customer engagement, and scale communication with confidence.

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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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