



Voiso Highlights Contact Center Conversations for Buyer Intelligence and Demand Generation

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Voiso emphasizes how AI Speech Analytics can help businesses turn customer conversations into actionable insights for marketing, sales, product, support, and BPO operations. Voiso, a global AI-powered contact center software provider, is highlighting the growing importance of customer conversations as a strategic source of buyer intelligence for modern businesses.

As companies invest more in AI, automation, and data-driven go-to-market strategies, Voiso believes one of the richest sources of customer insight is still being underused: the contact center. Every day, sales and support teams speak directly with prospects and customers, hearing their real objections, questions, frustrations, expectations, and buying signals. Yet in many organizations, this information remains disconnected from the teams that need it most.

“For demand marketers, understanding the buyer is everything,” said Christiana Ioannou, Performance Marketing Specialist at Voiso. “Targeting, messaging, landing pages, campaigns, and cost per lead all

depend on how clearly we understand the person we are trying to reach. The challenge is that many companies are still guessing at what their buyers care about, while the answers are already being spoken in customer conversations every day.?

Traditionally, voice conversations were difficult to use as data. Call recordings were unstructured, time-consuming to review, and impossible to analyze at scale manually. Quality assurance teams often relied on small samples of calls, meaning most customer conversations were never reviewed in detail.

Voiso believes AI Speech Analytics is changing this by turning voice conversations into structured, searchable, and measurable data. Instead of relying only on surveys, review sites, occasional win/loss calls, or internal assumptions, businesses can analyze customer conversations at scale and identify recurring objections, sentiment shifts, buying signals, product questions, competitor mentions, and points of friction.

This creates value far beyond the contact center.

For marketing teams, conversation intelligence can improve campaign messaging, ad angles, landing page copy, audience targeting, and demand generation strategy. The exact language customers use during calls can become stronger campaign copy. Recurring objections can become new content themes. Common points of confusion can reveal gaps in positioning or website messaging.

For sales teams, these insights can help refine scripts, objection handling, enablement materials, and follow-up strategies. For product teams, customer conversations can reveal feature requests, usability challenges, and category-level pain points. For support teams, they can uncover recurring customer frustrations and opportunities to improve service quality.

?The contact center should not be seen only as a cost center,? added Ioannou. ?It can become one of the most valuable research functions in the company. The conversations are happening either way. The real question is whether the business is capturing what those conversations are already telling them.?

Voiso?s AI Speech Analytics helps organizations transcribe, analyze, and understand customer conversations at scale. With capabilities such as transcription, sentiment analysis, summaries, keyword tracking, and performance insights, Voiso enables teams to move beyond limited manual call sampling and build a clearer understanding of what customers are actually saying.

For demand generation, this creates a practical advantage. Instead of building campaigns only around assumptions, teams can use real customer language and real conversation patterns to shape messaging. A repeated objection can become the next campaign hook. A recurring phrase can become a headline. A hidden frustration can become a stronger value proposition.

This is especially important for BPOs and contact center operators. Businesses that manage large volumes of customer conversations are generating valuable customer intelligence every day. By using AI Speech Analytics to structure and share those insights, BPOs can move beyond handling interactions and become strategic partners that help clients understand their customers better.

“For BPOs, interaction data is becoming part of the value they deliver,” said Ioannou. “The strongest providers will not only manage conversations. They will help clients understand what those conversations reveal about customers, friction points, buying behavior, and opportunities for improvement.”

Voiso believes this shift reflects a broader change in how companies should think about AI. While many organizations focus on using AI to produce more content, automate workflows, or increase output, one of the most valuable applications is helping teams listen better.

By making customer conversations easier to analyze, AI can help businesses understand buyers with greater depth, accuracy, and speed.

“Knowing your buyer has always been the job,” added Ioannou. “What has changed is that businesses can now do it at the scale the job requires. The winning message is often already sitting inside the calls. AI simply helps teams find it.”

Voiso’s focus on AI Speech Analytics supports its wider mission to help customer-facing teams improve productivity, visibility, and customer experience while protecting the human connection at the center of every interaction.

About Voiso

Voiso is a global AI-powered contact center software provider helping businesses create better customer conversations across voice and digital channels. With Omnichannel communication, AI Predictive Dialer, AI Speech Analytics, Flow Builder, real-time dashboards, CRM integrations, and automation tools, Voiso helps sales and support teams improve productivity, visibility, and customer experience.

Voiso’s mission is simple: Every interaction, a human 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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