Otto.

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For immediate release

Otto Launches the World's First Voice AI CRM for Field Sales

Field sales reps no longer type into a CRM. They call Otto and talk.

October 26, 2026. Field sales reps can now run their CRM with a phone call instead of a laptop.

Field sales reps spend their days driving to customer sites, plants and offices. After each visit, they usually have to sit at a laptop and type notes into their CRM. With Otto, the rep simply calls Otto and talks through the meeting, just like briefing a colleague.

What Otto does

From that one call, Otto updates the deal, saves new contacts, writes the follow-up email, creates tasks and quotes, and sends the rep's manager a summary. Before each meeting, Otto calls the rep with a short summary of the customer. Every morning, it sends one new sales lead and the latest competitor news for the rep's territory. Otto asks the rep before it sends or changes anything.

The technology

Otto uses voice AI models fine-tuned on real field sales conversations. They understand part numbers, product names, accents and calls made over road or factory noise. Otto answers almost instantly and works in all major languages.

Behind the voice is Otto's context layer. Every call, meeting, email, calendar invite and ERP record (the system that holds orders, pricing and inventory) is saved and matched to the right customer and deal. Otto uses this to give correct answers, and to keep training its models, so every conversation makes the next one better.

This is called context engineering: giving the AI the right information at the right moment. When a rep calls, Otto already has the customer's pricing, past orders, open deals and earlier conversations in hand. A two-minute call becomes a complete, accurate CRM update.

> "I was a field rep. I sold all day and typed into my CRM all night," said Omkar Pandharkame, co-founder and CEO of Otto. "The cloud put CRM on the web. Mobile put it in your pocket. Otto puts it in your voice. You don't open it. You call it."

About Otto

Otto (Ottoverse, Inc.) builds the voice AI CRM for field sales teams. Headquartered in New York and Mumbai and backed by Gutter Capital, Otto won the Global Pitch Competition at SaaStock USA 2026 in Austin. Learn more at ottosales.ai.

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