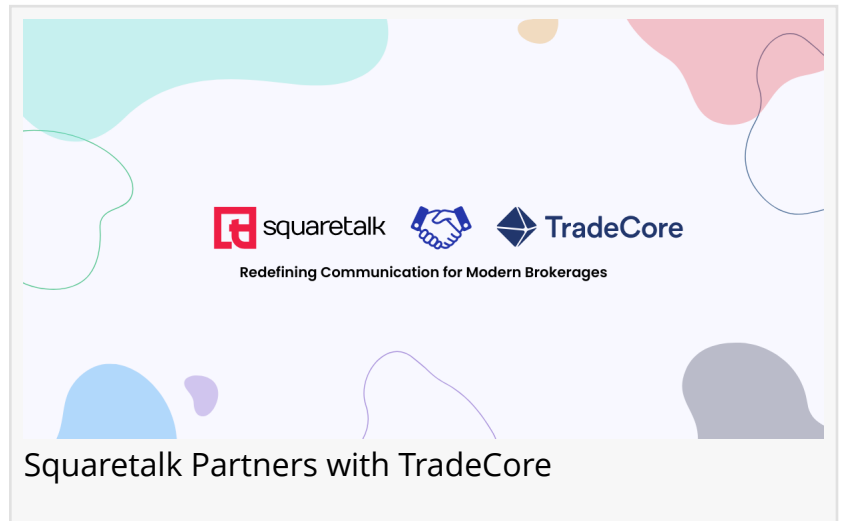


Squaretalk and TradeCore Partner to Redefine Communication for Modern Brokerages

ISRAEL, August 18, 2026

/EINPresswire.com/ -- [Squaretalk](#), a leading AI-powered cloud contact center platform for high-velocity sales and support teams, announces a strategic partnership with [TradeCore](#), a technology company providing comprehensive solutions to modern brokerage firms. The partnership brings Squaretalk's communication capabilities and TradeCore's AI-driven brokerage CRM, BrokerIQ, in one intelligent operating system, empowering teams to manage client conversations and scale effortlessly.



The collaboration eliminates one of the main pain points for brokerages worldwide - the need to juggle disconnected tools, manually update records, and act on fragmented customer

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Isaac Levy, Squaretalk's Head of Business Development

information. Sales, support, and retention agents can now call and message clients, see full interaction history, and tailor pitches or assistance in real time from the same interface.

Squaretalk's communication layer and TradeCore's AI-driven automation trigger intelligent workflows, follow-ups, and tasks, making every conversation into a coordinated, trackable part of the brokerage workflow. Inbound and outbound interactions sync with the relevant client profile, helping create a complete, up-to-date view of the customer across their lifecycle.

The partnership reflects Squaretalk's broader focus on

making customer interactions more deeply connected to the tools and processes businesses already rely on. “Communication should be an integral part of the financial services ecosystem,” said Isaac Levy, Head of Business Development at Squaretalk. “For brokers, the value is

straightforward: better interactions lead to better business outcomes. By combining Squaretalk's communication expertise with TradeCore's brokerage technology, firms can engage clients more effectively at the touchpoints that matter most to acquisition, retention, and long-term value. Together with TradeCore, we're creating an environment where conversations can immediately drive the next best action."

For TradeCore, the partnership further expands the connected environment between the CRM, trading operations, payments, KYC, and automation into a unified platform. "The future of brokerage technology isn't about adding more tools. It's about creating one intelligent operating system where every interaction, every workflow, and every decision is connected," said Igor Jovic, CEO, TradeCore. "Our partnership with Squaretalk brings communication directly into BrokerIQ, giving brokers real-time visibility into every client conversation while AI and automation ensure the right action happens at the right moment. Together, we're helping brokerages move beyond disconnected software and towards a truly intelligent operating model."

The integration is available now to all Squaretalk and TradeCore customers.

About Squaretalk

Squaretalk is an AI-powered platform that combines voice, WhatsApp, email, and sales automation in one interface. It enables in-house or decentralized teams to support their current clients and easily reach new ones, improve communication efficiency, and significantly reduce costs and agent turnover.

The Squaretalk platform is user-friendly, secure, and designed to meet unique fintech communication requirements and workflows. It seamlessly integrates with business tools like Zoho, Salesforce, Pipedrive, HubSpot, Freshworks, Freshdesk, Zendesk, and more.

Become a Squaretalk partner at <https://squaretalk.com/partners/> or write to us directly at partners@squaretalk.com.

About TradeCore

TradeCore is the company behind BrokerIQ, the AI-powered Operating System built for modern brokerages. Founded in 2013 and headquartered in London, TradeCore enables brokers to manage their entire business from a single intelligent platform by combining CRM, AI-driven automation, onboarding and KYC, payments, trading infrastructure, partner management, customer support, and business intelligence. Instead of relying on disconnected tools, BrokerIQ gives brokerages one operating system that streamlines operations, accelerates growth, and empowers teams with AI to make faster, smarter decisions. Today, TradeCore powers more than 100 brokerages and proprietary trading firms worldwide.

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