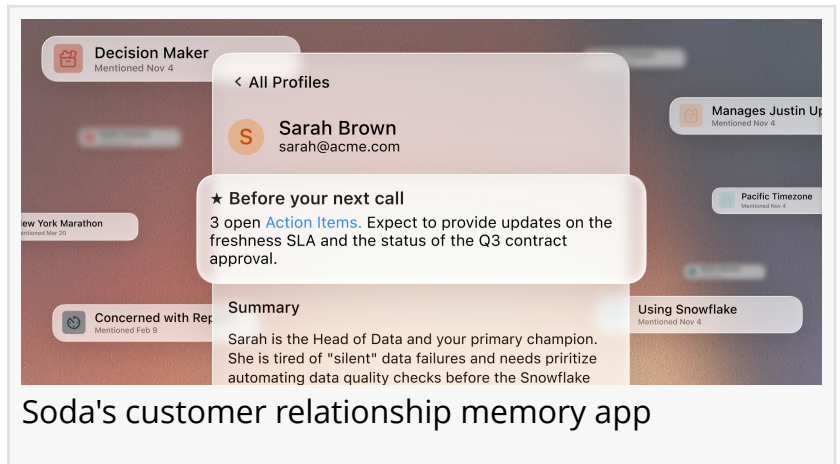


Soda, a Relationship Memory App for Customer-Facing Teams, Expands Private Beta

LONDON, UNITED KINGDOM, August 16, 2026 /EINPresswire.com/ -- [Soda](https://getsoda.app) (getsoda.app), a relationship memory app for customer-facing teams, has begun expanding its private beta following strong early demand. Running quietly in the background, the app automatically captures daily interactions to build living profiles for every customer, prospect, and partner. Registration is open at getsoda.app, with pricing starting at \$17 per user per month.



Soda's customer relationship memory app

Soda was built to address a problem familiar to anyone who spends their day on customer calls: most of what a customer shares is never written down. Not the deal terms or the next steps, which tend to make it into the CRM, but the context around them. The concerns raised informally. The personal details mentioned in passing. The reasons a customer chose one vendor over another. That context shapes how relationships develop, and almost all of it is lost between conversations.

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There's a moment in customer relationships when you stop trading pleasantries and start actually building something together. The whole dynamic shifts, it sounds small but it's surprisingly rare.”

Lloyd Rayner

According to Gartner, 70 to 80 percent of enterprise knowledge is tacit, meaning it was never formally documented. Deloitte estimates that institutional knowledge loss costs US companies \$1.3 trillion annually. In customer-facing roles, where relationships depend on

remembering what was said weeks or months ago, the impact is felt in every follow-up that misses a detail and every handover that starts from scratch.

Soda's founder Lloyd Rayner experienced the problem firsthand. Before starting the company, Rayner led a revenue org, often running five to six hours of calls a day. "When you're jumping between conversations all day you don't have time to structure your thoughts, let alone organise

what you've learned," said Rayner. "I kept noticing that relationships have a turning point. There's a moment when you stop trading pleasantries and start actually building something together. For me, having dyslexia, that moment usually came late, and with people I only spoke to every few months, it often never came at all because I'd forgotten too much of the previous discussion."

"But the moment you pick up a conversation by asking someone about something they care about, something they mentioned in passing, the whole dynamic shifts. The other person feels heard. That sounds small but it's surprisingly rare, and it matters more than most sales methodologies will ever tell you," said Rayner. "We've had several hundred people register interest so far and the response has been overwhelming. Soda was built from a personal pain point. Seeing how many other people deal with the same thing, mostly in silence, has been the real validation."

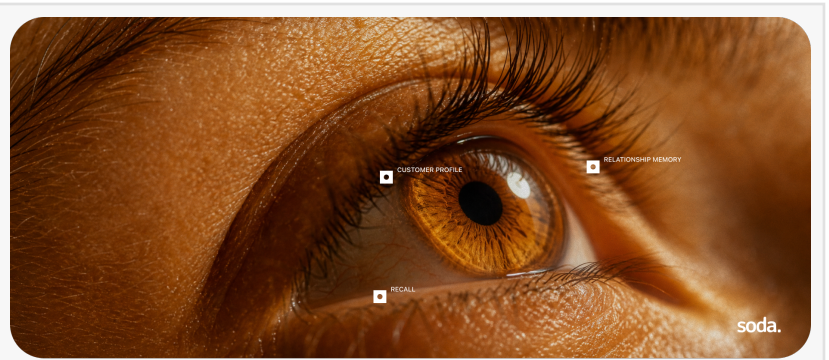
Rayner saw the same pattern in the teams he managed. The highest-performing account executives and customer success managers all had one thing in common: they made the customer feel heard. Not through better processes or more detailed CRM entries, but through remembering what mattered to the person and building stronger relationships.

Soda runs on Mac. It sees what you see and hears what you hear. Running passively as you work, building context from across the full working day rather than just scheduled calls. All speech processing happens on device. No audio leaves the machine, and users have full control over what Soda captures. The beta is now expanding to additional users.

To register interest, [visit getsoda.app](https://getsoda.app).

About Soda

The best salespeople remember what their customers care about. Not just the deal, but the concerns, the context, the detail someone mentioned once that made them feel heard. Most of that is never written down. Soda captures it as you work and keeps it in a [living profile of every customer](#), prospect and partner, one that stays current as the relationship develops. Where a CRM tracks the deal, Soda holds the relationship. Soda calls this relationship memory.



Soda - Customer relationship app

soda.

Lloyd Rayner

Soda

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