

Soda Launches Memory Layer to Help Customer Facing Teams Build Better Relationships

LONDON, UNITED KINGDOM, August 19, 2026

/EINPresswire.com/ -- [Soda \(getsoda.app\), the](#)

[memory layer for customer-facing teams](#), is challenging the assumption that CRM systems capture what matters most in customer relationships. According to the company, CRMs are effective at recording transactional data: deal stages, pricing, next steps, contract terms. What

they consistently miss is the context that actually builds the relationship.

“

I've sat in hundreds of pipeline reviews where the CRM data looked fine and the rep still couldn't tell you what the customer actually cares about. We built Soda because that gap shouldn't exist”

Lloyd Rayner

It's the subtle, human details that fall through the cracks; a client mentioning their daughter's college applications, a morning running routine, off-the-record concern about an upcoming reorg, or frustration with a previous vendor who disappeared post-sale. This context is what actually drives human connection, and almost none of it ends up in a CRM record. Not because reps don't care, but because it's not what CRMs are built for, and no time to write it down between calls.

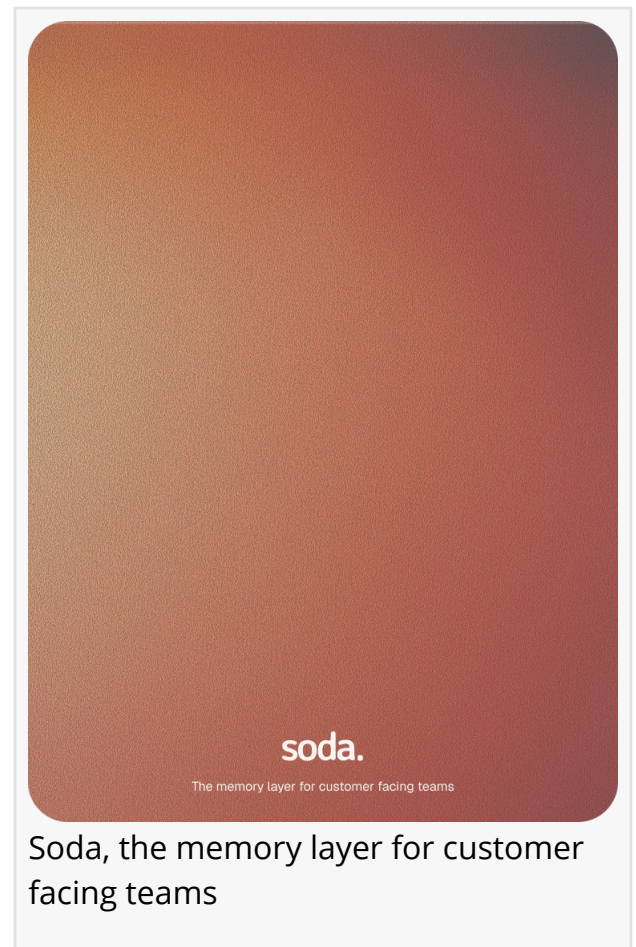
Soda solves this by building a [living profile for every customer](#), prospect, and partner using interactions that happen naturally across the working day. These profiles update continuously as relationships evolve.

What's interesting is that Soda's approach to building is deliberately different from most sales tools. Rather than adding another system that requires reps to log, update, or switch apps, the company has built something designed to be passive. In the words of founder Lloyd Rayner: "We've been through a period over the past eight to ten years where whenever we have a problem we throw another tool at it. Yet another thing that requires someone to take time out of their busy day to keep updated, and then we wonder why it isn't done. I can't tell you how many people I've spoken with who refer to updating the CRM as a homework task. Something they've got to do, but resent doing. So we designed Soda to work the other way around. It runs in the background, it captures context as you work, and it builds its own picture of every relationship without anyone having to stop and write anything down."

The best customer-facing teams already do this naturally, walking into every call knowing what matters to the person on the other side and creating moments where client feel genuinely heard. The problem is that this approach doesn't scale as accounts grow. Soda gives teams that same depth of relationship memory across their entire portfolio, without the manual effort.

"If you're looking for something that goes beyond CRM and actually helps you manage customer relationships properly, Soda is it," said Kurtis Paul, founder of Beynd. "We've used it across our entire client book and the difference in how customers respond to us has been noticeable."

Soda is currently in private beta. Registration is open at getsoda.app. Pricing starts at \$17 per user per month.



About Soda

[Soda is the memory layer](#) that gives commercial teams the context they need to build better relationships and close more deals. It runs in the background, capturing context across everyday interactions to build living profiles for every customer, prospect, and account. Profiles update as your team works, every detail is traceable to its source, and the whole account team works from one shared picture.

Lloyd Rayner

Soda

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