



BPO BULLHORN

Straight talk. Smart insight. No bull.

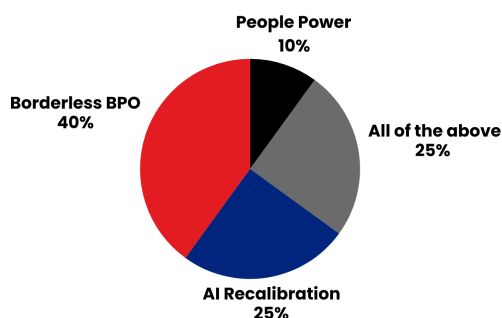
Thursday, August 21, 2025

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Hello there

Last week we rolled out the first [Bullhorn 10](#), spotlighting ten moves that told a bigger story. Three signals stood out: borderless BPO, AI recalibration, and people power.

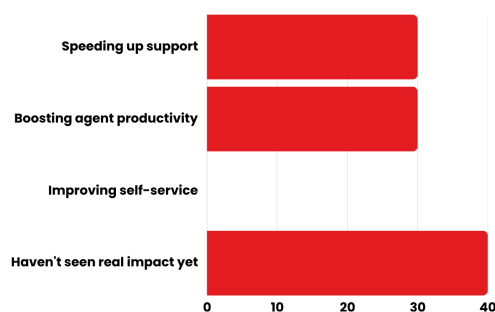
We asked the herd which signal feels most urgent, and you called it. We also checked in on [LinkedIn](#) to see where AI is making the biggest impact in CX. Two different polls, two different signals. Here are the results.



Bullhorn 10 Poll

What feels most urgent right now?

[Access the Bullhorn 10](#)



LinkedIn Poll

Where is AI actually helping in CX?

[Join the conversation](#)

The herd calls the Bullhorn 10

Borderless BPO tops the urgency list at 40%, with AI recalibration close behind at 25%. People Power registers just 5%, a reminder that culture and frontline voice are harder to prioritize when operational pressure is high. Another 25% picked all of the above, showing that many teams are balancing multiple priorities. **Translation:** cross-border operating models, from compliance to coverage to cost-to-serve, are the pressure point right now, and AI priorities are shifting from pilots to proof.

The reality check: AI in CX

Your LinkedIn votes say the quick wins are in support speed and agent-assist, both at 30%. Self-service shows no lift, and 40% report no real impact yet. **The takeaway:** outcomes sit in workflow design and data quality, not in flashy features.

Two signals, two snapshots. Now let's get moo-ving! 🐄📢

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Bullseye: The Essentials

Industry News

→ U.S. vs. Japan: Same Problems, Different CX Playbooks

John A. Goodman, reporting from Tokyo's National Customer Experience Forum, says [Japanese companies are moving fast to use AI for prevention](#), while U.S. firms are more cautious. Customers show the gap: 40% of Japanese households report a serious problem, compared with 75% in the U.S., and dissatisfaction after complaints is higher in Japan (67% vs. 60%). Japan is roughly two years behind the U.S. in AI rollout, but is measuring outcomes tightly and iterating quickly, potentially avoiding the confidence problems seen in U.S. deployments.

Technology

→ Zoom Launches AI Receptionist Beyond Contact Centers

Zoom connects its Virtual Agent with [Zoom Phone to create a 24/7 AI receptionist](#) that routes calls to the right department and gathers customer information beforehand, expanding AI help beyond contact centers to doctors' offices and schools. Hashim's vision is that the AI concierge handles appointments, order checks, and product inquiries around the clock, only passing calls to humans when necessary.

→ **MIT Study: 95% of Company AI Projects Are Failing**

MIT's Aditya Challapally found that while young startups hit \$20M revenue with simple AI tools, [95% of big company AI pilots fail](#), because they try to build everything in-house instead of buying ready-made solutions. He believes companies waste money on flashy AI sales, while missing the real wins in back-office work that could cut their outsourcing bills. Challapally finds that most companies are building their own AI tools, but buying from specialized vendors works twice as often as going it alone.

Employee Engagement

→ **Contact Center Competition vs. Collaboration Balance Guide**

Business strategist Stephanie Lennox explains how [toxic competition creates information hoarding and resentment](#), while pure collaboration leads to complacency. Smart gamification can fix both by rewarding helpers and team wins alongside individual performance. Lennox advises that designing systems that reward both individuals and teams, measure what truly matters beyond call volumes, and remember that when people enjoy the game, they play better.

Media Field Guide

Video

The Science Behind Dramatically Better Conversations – [YouTube](#)

Charles Duhigg shares research-backed ways to talk better, ask sharper questions, listen closely, and use small, honest disclosures to build real connection.

Why listen: a practical primer for managers and CX/ops teams to run stronger 1:1s, customer calls, interviews, and de-escalations.

Podcast

Silicon In Focus: CX 2040 Predicting the Next Era of Experience – [Spotify](#)

Iain Banks, CEO of Ventrica, looks ahead to 2040 and covers AI in support, lifelike avatars, spatial computing, neural interfaces, digital twins, and what leaders can do now to prepare.

Why listen: a clear, future-focused brief for CX and ops teams to stress-test roadmaps, plan skills and tech bets, and set practical next steps for the next decade.

Books

The Science of Scaling – [Amazon](#)

Grow Your Business Bigger and Faster Than You Think Possible

Dr. Benjamin Hardy and Blake Erickson share a simple framework to break out of linear growth: choose one clear outcome, use time to focus, expose and fix blind spots, simplify your model and systems, and hire and empower high-leverage talent.

What media would you like to see more of? **Hit reply** and let us know. We'll give you a shoutout if we include it.

Continue the conversation

Resource Rodeo 🤠

Featuring NEW releases:

NEW – Rethinking the Rules: New Models for Procuring BPO and GBS Services distills Rod Jones's July 2025 paper into a simple playbook: use shorter RFPs,

avoid hidden commissions, work with accredited advisors, and focus deals on outcomes – [Get it here](#)

NEW – Talkdesk Contact Center KPI Benchmarking Report distills 2025 global performance data into clear benchmarks for average speed of answer, talk and hold time, service level, containment, and CSAT, so you can set targets and spot gaps – [Get it here](#)

Also spotted:

- AI Pulse Survey: Why agentic AI is a revolution stuck in an evolution – [Download](#)
- Bridging the gap: How AI-powered contact centers can transform healthcare outcomes – [Download](#)
- The 2025 Global Benefits Trends Study – [Download](#)
- The Employee Experience for Impact guide – [Download](#)

Toro's Timetable

August

27 – [Contact.IO Conference](#) | Denver, CO

September

2 – [CCW Asia](#) | Singapore

8 – [Contact Centre & Customer Services Summit](#) | Manchester

10 – [Engage](#) | Dallas, TX

16 – [Customer Success Festival](#) | San Francisco, CA

October

6 – [Customer Contact Week Europe](#) | Amsterdam

22 – [Customer Contact Week Nashville](#) | Nashville, TN

27 – [ICMI Contact Center Expo 2025](#) | Orlando, FL

The Tail End 🐮

New here? We do this every Thursday. Sharp signals, no filler.

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Thanks for supporting the moo-vement!

See you next week 📶 🐮

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