



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, September 25, 2025

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Hello there

Plenty of noise in the field this week, but **three horns** cut through: talent is under fire, providers are bulking up, and AI is proving it can run the phones without flinching.

This week:

- New H-1B fees disrupt global outsourcing
- Ubiquity buys Peak Support to expand remote CX and AI
- AI handles patient calls with zero misses

PLUS: share your take on what's driving nearshore growth – vote [here](#).

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials

Industry News

→ **Ubiquity Snaps Up Peak Support**

Ubiquity Global Services has acquired Peak Support, a Massachusetts-based CX provider with 2,000 remote workers across the US, Philippines, Colombia, Eastern Europe, and India. The deal adds Peak Support's cloud-native platform and AI-enabled tools to Ubiquity's operations, expanding capabilities for enterprise and digital-first brands in financial services, e-commerce, SaaS, and social media sectors.

Insights

→ New \$100K Annual Fee Hits H-1B Visas

The US government announced a **\$100,000 yearly fee for H-1B worker visas**, prompting Microsoft, JPMorgan, and Amazon to urgently advise visa holders to stay in the US or return immediately before the Saturday deadline. India's IT industry body **Nasscom has warned** the abrupt policy could disrupt global operations and create "considerable uncertainty" for the \$283 billion outsourcing sector that heavily relies on skilled workers from India and China.

→ AI Could Kill Customer Rage by Skipping Repetitive Messages

Customer experience expert John Goodman argues that AI could eliminate the second biggest cause of **customer rage** (listening to too many long messages) by personalizing interactions based on customer history, like skipping "call recording" warnings for frequent callers or removing unwanted marketing emails. The author lists 14 common access irritants that damage loyalty by 10-15% and cause additional harm when customers struggle or abandon calls, urging companies to track repeat callers and drop unnecessary messages after 20 interactions.

Customer Experience

→ The Psychology Behind the Best CX Interactions

Mark Levy from Frontier Communications argues the **next CX breakthrough** won't come from better dashboards or AI, but from understanding human psychology. He points out that customers abandon brands after a single bad experience not because technology failed, but because interactions felt wrong. Customers use mental shortcuts, get overwhelmed by choices, and remember experiences based on emotional peaks and endings.

→ **FedEx Teams with Best Buy to Cut Support Calls**

FedEx became Best Buy's [primary national parcel carrier](#) and will provide real-time tracking data and order communication to improve customer experience and reduce support calls, cancellations, and reshipment costs. The move comes as consumers increasingly demand delivery transparency, with 29% seeking exact delivery times and 28% wanting real-time tracking with precise location information according to a survey of 25,000 people.

Technology

→ **AI Receptionist Handles 50,000 Dental Calls with Zero Misses**

RoboReception's [AI receptionist](#) answered over 50,000 patient calls across 65 UK dental practices with zero missed calls and only 4% escalated to humans, using structured workflows based on 100,000 real dental calls. The system, built by practicing dentists and integrated with Wildix's telephony platform, helped practices book 500 new patients monthly and freed up 2,000 staff hours for patient care instead of phone scheduling.

Media Field Guide

Video

AI That Delivers: Cresta's CEO & CMO on Real CX Impact — [YouTube](#)

Cresta leaders discuss how AI can drive measurable contact center results, from boosting agent productivity to improving customer experience. They highlight real-world adoption lessons and the gap between hype and what actually works in enterprise environments.

Why watch: a grounded look at voice AI and automation in CX, with insights on what separates flashy promises from scalable impact.

Podcast

Charting Your Path to Success, CXChronicles Podcast — [Spotify](#)

Adam Coffey, author and CEO mentor, shares lessons from building billion-dollar companies, focusing on leadership, culture, and scaling strategies. He

explains how to align personal career growth with organizational success.

Why listen: practical insights for leaders navigating growth, culture building, and long-term value creation in dynamic industries.

Books

Supercommunicators: How to Unlock the Secret Language of Connection — Charles Duhigg — [Amazon](#)

A guide to recognizing the hidden layers in every conversation and learning how to connect more effectively. Duhigg explains how all conversations are practical, emotional, or social, and uses vivid real-world examples to show how adapting to each unlocks clarity and trust.

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:

Advancing Responsible AI Innovation: A Playbook (World Economic Forum)

highlights that fewer than 1% of organizations have embedded responsible AI into practice, offering nine practical plays to help companies scale AI responsibly, sustainably, and inclusively – [Download](#)

Also spotted:

- Global Customer Experience Excellence 2024-2025 (KPMG) – [Download](#)
- The Chief People Officers Outlook – September 2025 (World Economic Forum) – [Download](#)
- State of the Shared Services & Outsourcing Industry 2025 (SSON R&A) – [Download](#)
- DSMN8's World's Biggest Employee Advocacy Study – [Download](#)

- CIPD Good Work Index 2025 - [Download](#)
- Five9 Business Leaders CX Report (2025) - [Download](#)

Toro's Timetable

September

30 - [UK National Contact Centre Conference](#) | London

October

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

9 - [Nexus 25](#) | Miami, FL

13 - [GITEX Global 2025](#) | Dubai

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

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

November

3 - [BPesa GBS](#) | Durban

6 - [CX Africa Week](#) | Lagos

12 - [Digital Customer Experience Summit 2025](#) | Toronto

19 - [Contact Center Expo](#) | London

The Tail End

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