



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, July 24, 2025

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Hello there

Capgemini's recent acquisition charged ahead, but did Firstsource just take the bull by the horns with its strategic buy? We're breaking down who's bullish, and who's just kicking up dust.

This week

- Firstsource bets big on UK's debt collection surge
- Microsoft adds AI bells and whistles to contact centers
- Why your BPO doesn't want fewer customer calls

Let's get moo-ving! 🐮📣

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Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ **Firstsource Bets Big on UK's \$2.57B Debt Collection Surge**

Firstsource Solutions will acquire Pastdue Credit Solutions, a UK debt collection firm that works with major banks, utilities, and government agencies, pending regulatory approval. The deal helps Firstsource tap into the UK's \$2.57 billion debt collection market as consumer debt rises and more government work goes to private companies. Chairman Dr. Sanjiv Goenka said the acquisition strengthens their business across key sectors, while supporting UK jobs.

Technology

→ Microsoft Promises Contact Center AI Magic (Again)

Microsoft is adding AI features to Dynamics 365 contact centers, enabling agents to handle WhatsApp messages and utilize Copilot to review case history, verify deposits, and process payments without switching screens. The company claims the system uses plugins to pull data from multiple sources, creating integrated workflows across contact center, field operations, and finance systems. With Microsoft recently **eliminating hundreds of customer support roles**, while promoting AI as an agent enhancement tool, the question remains: genuine collaboration or gradual replacement?

Customer Experience

→ Your Call Center Partner Secretly Wants More Calls, Not Fewer

According to most outsourcing companies **avoid fixing problems** that cause 20-40% of customer calls because their billing depends on call volume, creating a conflict with clients who want fewer service issues. Research across 1,000+ organizations shows Amazon cut service calls from 1 per 100 orders to 1 per 10,000 by addressing root causes, while companies like satellite internet providers slashed weather-related calls by simply explaining upfront that service gets disrupted by storms. Some BPOs like VIPdesk and ACC Premiere now help clients prevent unnecessary contacts and charge premium rates for this strategic approach, but most still resist changes that would reduce their monthly revenue even when it benefits everyone long-term.

Compliance

→ EU Banks Face New Outsourcing Oversight Headaches

The European Banking Authority is forcing banks to [implement stricter monitoring](#) of their outsourcing partners, with new guidelines requiring enhanced due diligence and detailed tracking of all third-party service arrangements. Banks get a two-year transition period to comply, but the rules will likely increase costs for both financial institutions and their service providers. The consultation closes October 8, 2025, with final rules potentially reshaping how European banks manage outsourcing relationships.

Employee Engagement

→ Skip the Pizza Parties, Fix Your Broken Systems Instead

ICMI consultant Natalie Perez argues that contact center leaders are [focusing on the wrong retention strategies](#), with industry turnover hitting 52% annually, while only 27% of employees trust their companies. Agents don't want pizza parties or bonuses; they need predictable schedules, transparent communication, and tools that actually work. The research shows 57% of workers face last-minute schedule changes, and when agents juggle five different systems during calls, customers feel the impact immediately.

→ How Bingo and Pajama Days Cut Credit Union Turnover to Zero

UniWyo Federal Credit Union [reduced employee turnover from 82% to zero](#) in two years using pajama bingo, snack tests, and relaxation corners with coloring books. Both UniWyo and Robins Financial require managers to plan monthly fun events, while providing career growth and mental health support, with most employees getting promoted. The credit unions say happy employees create better customer experiences, but warn that fun activities only work with proper training, trust, and clear career advancement.

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Video

CX Contact Center Showcase - [YouTube](#)

Host Rod Jones and Sharon from Matchboard discuss the evolving landscape of contact center operations and workforce management. They explore current challenges in service delivery, staffing solutions, and how technology developments are reshaping the industry's approach to talent acquisition and retention in today's competitive market.

Voice

Customer Experience Patterns - [Spotify](#)

Host Sam interviews Gloria Gupta about taking responsibility for customer problems that originate outside your direct control, exploring how customer experience professionals must navigate complex organizational challenges. They discuss strategies for owning outcomes even when root causes stem from other departments, building cross-functional relationships, and creating customer-centric solutions that transcend traditional departmental boundaries.

Books

The Science of Scaling - [Amazon](#)

Organizational psychologist Dr. Benjamin Hardy and co-authors challenge linear 10-20% growth patterns, presenting a framework from scaling.com that helps companies achieve 10-100x growth within three years. The book teaches leaders to abandon incremental thinking for bold vision-driven scaling through strategic time use, simplified business models, and attracting world-class talent aligned with impossible goals.

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.

Resource Rodeo 🤠

Featuring NEW releases:

McKinsey Tech Trends Report 2024: Analysis of the 15 most significant technology trends shaping enterprise adoption, from generative AI and robotics to electrification and quantum computing – [Get it here](#)

OECD Employment Outlook 2025: Analysis of key employment trends across 38 OECD countries, covering 668 million workers, highlighting the impact of ageing populations, migration, and gender diversity on labor markets and productivity – [Download](#)

Also spotted:

The UK Contact Centre Outsourcing Report: The UK Contact Centre Outsourcing Report returns for its third year from CCMA and The Knowledge Group (tkg), examining strategic shifts in outsourcing budgets, AI trends, regulatory pressures, and how UK providers stay competitive against offshore alternatives. – [Download](#)

2025 Business Leaders CX Report: Five9 surveyed 400+ global business decision makers to uncover key gaps between what CX leaders think customers want and what customers expect in the age of AI and automation – [Download](#)

CX AI Report: Publicis Sapient surveyed 1,000 business decision-makers across Consumer Products, Health, Financial Services, and Retail to explore how generative AI is transforming customer experience strategies and priorities – [Get it here](#)

Seizing the Agentic AI Advantage: McKinsey's report argues that companies must shift from basic AI chatbots to autonomous AI agents that can redesign entire business processes to finally see real financial returns from their AI investments – [Download](#)

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Toro's Timetable

July

24 - [Customer Experience 2025](#) | LA

August

12 - [CEM Africa](#) | Cape Town

18 - [Forrester CX Summit APAC](#) | Sydney & Digital

19 - [Customer Experience Live Show Asia](#) | Kuala Lumpur

September

2 - [CCW Asia](#) | Singapore

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

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

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