



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, September 18, 2025

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Hello there

This week, we pause to remember **Gareth Pritchard**, a true champion of South Africa's BPO sector and a source of inspiration across the global CX community. Gareth's vision helped put South Africa on the map, but it was his generosity, encouragement, and humanity that defined his legacy. His life reminds us that while performance is measured in numbers, true leadership is measured in people.

This week:

- TP loses spot in French stock index
- AT&T's new AI receptionist
- Middle managers in crisis

Let's get moo-ving! 📣🐮

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Bullseye: The Essentials 🎯

[Industry News](#)

→ TP Loses Spot in France's CAC 40 Index to Euronext

Teleperformance (now TP) will be removed from the CAC 40, France's benchmark stock market index, on September 22, and Euronext set to take its place. TP shares have fallen about 24% this year due to weak earnings and pressure from AI-driven customer engagement tools that reduce demand for traditional call centers. Euronext shares are up 27% on the back of acquisitions and steady expansion. The reshuffle suggests how outsourcing firms are under strain while exchange operators see stronger growth.

→ AT&T Tests New AI Digital Receptionist

AT&T is piloting an AI "digital receptionist" that answers incoming calls, asks who's calling and why, filters spam, and takes messages or summaries so you can decide what to return. Because it runs on AT&T's side (not as a phone app), it doesn't drain your battery and can follow your preferences. The service is still in testing; AT&T says privacy and security are built in.

Leadership

→ Middle Managers Are in Crisis

Simon Sinek's team surveyed 971 middle managers. 75% report burnout, they spend only 41% of their time managing people, 27.2% are planning to leave, 43.2% feel disconnected from work, and building confidence is their top need. The survey also estimates \$15.4B is lost each year from middle manager turnover, and that replacement can cost up to 200% of salary. The author advises cutting low-value admin work, giving managers more time with their teams, investing in training and confidence building, and treating middle management as a strategic investment rather than a cost center.

→ AI Is Reshaping Corporate Org Charts

The Wall Street Journal reports that companies are flattening, cutting layers of middle management, and giving leaders wider spans of control (more direct reports) as AI spreads across functions. TIAA's Sastry Durvasula predicts 80% of jobs will change at least 20% due to AI, with a shift toward individual contributors and multidisciplinary teams. Moderna has merged tech and HR, and Thrive Capital has appointed a head of AI. Leaders are also

weighing up whether to hire more engineers or buy GPUs, creating a “barbell” structure with many contributors, fewer managers, and broader executives.

Compliance

→ BPOs Face October Crunch as Windows 10 Support Ends

Bizcommunity highlights that [Microsoft will end Windows 10 support in October 2025](#), leaving nearly half of global PCs, including BPO call centers, without security patches. This creates major risks for firms handling sensitive data, from breaches to fines and reputational damage. Upgrading is slow, with Windows 11 rollouts taking up to 14 months and hardware shortages pushing up costs. The article notes that flexible rentals of pre-configured Windows 11 machines can enable compliance in days, turn CapEx into predictable OpEx, and support ESG goals by using refurbished fleets. BPOs that delay face escalating security threats and potential service failures.

Employee Engagement

→ Competing Priorities Are Killing Your EX and CX

Annette Franz argues that [leaders often use “competing priorities” as an excuse](#) to avoid investing in employee experience (EX) and customer experience (CX). She states that focusing on short-term projects or financial targets sidelines people, even though employees drive customer outcomes and business growth. The article explains that EX and CX must be built into strategic planning, not treated as optional. Franz advises leaders to break down silos, remove internal barriers, and prioritize employees and customers first to avoid long-term declines in morale, loyalty, and results.

Media Field Guide

Video

The 6 Disciplines of Strategic Thinking — [YouTube](#)

Professor Michael Watkins outlines six core disciplines that help leaders recognize opportunities, set priorities, and mobilize resources. He explains

that strategic thinking is not just for executives, but is valuable for anyone who wants to advance their career and make better decisions.

Why watch: a practical guide to building strategic habits that improve leadership, career progression, and long-term business impact.

Podcast

Remembering Gareth Pritchard — [Spotify](#)

The CX Files team honors Gareth Pritchard, a respected leader in the South African BPO industry, as we reflect on his career, impact, and the legacy he has left in the global CX community. Guests share personal stories that highlight his passion for people, his dedication to industry growth, and the way he inspired colleagues and friends alike.

Why listen: a heartfelt tribute that reminds us leadership is not only about business success but also about the human connections and encouragement we leave behind.

Books

Integrated Leadership: The Problem, Practice, and Shift in a New Era — [Amazon](#)

A practical framework for leading with both humanity and high performance.

Drawing on three decades in the military, corporate leadership, and executive coaching, David Satchell offers a practical framework that blends human-centered leadership with operational excellence. It shows you how to build trust, navigate conflict, and inspire high effort without burnout.

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:

Global Customer Experience Excellence 2024-2025 (KPMG) captures insights from 86,000+ consumers across 23 countries, showing how leading brands are humanizing AI and reshaping customer trust, personalization, and loyalty – [Download](#)

Also spotted:

- 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

23 – [Women in CX](#) | Berlin

October

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

9 – [Nexus 25](#) | Miami, FL

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

The Tail End

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

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