



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, September 11, 2025

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Hello there

This week:

- Salesforce leads layoffs as AI reshapes work
- U.S. giants pull back on AI adoption
- Mission impossible: reaching a real agent

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials

Industry News

→ **The Layoff Wave Accelerates**

Inspired by [another round of Salesforce layoffs](#), TechRound's commentary notes how firms from Oracle to CNN are tying cuts to AI and digital reorgs, citing Salesforce's 4,000 role cut and blunt talk of needing "less heads". World Economic Forum data shows 41% of companies expect workforce reductions

within five years due to AI. Editorial observation: As automation spreads beyond back-office into sales, support, and media ops, BPOs may see core volumes pressured, shifting opportunity toward AI change management, data/automation ops, and outcomes-based services.

Technology

→ AI Adoption Hits the Brakes at Large Companies

US Census Bureau data shows large companies (250+ employees)

reducing AI usage from 13.5% in June to 12% by August, marking the first decline since tracking began in 2022. The pullback follows initial over-enthusiasm, with overall business AI adoption climbing from 3.9% in late 2023 to 5%+ by mid-2024 across 1.2 million surveyed firms. Stanford research shows AI responsible for 13% decline in junior-level jobs, while separate studies reveal 95% of enterprise AI implementations show no measurable P&L impact, suggesting a reality check on AI's business value.

Customer Experience

→ Getting Live Support is Becoming “Mission Impossible”

Shep Hyken reports a U.S. survey of 1,000 consumers in which 76% said they've **yelled “Agent/Representative” at automated phone systems** before hanging up. Poorly designed tech such as confusing IVRs, chatbot loops, and hard-to-find ways to reach a human creates friction and erodes trust. The article argues that companies should make it quick and obvious to reach a live agent and ensure smooth handoffs from automation to human support.

Employee Engagement

→ Employees Use Remote Work to Escape Bad Managers

Georgetown-Stanford study of 165,000 employees shows **return-to-office pushback** stems from employees escaping bad managers and toxic cultures through remote work, not commute concerns. Workers with poor manager relationships report higher satisfaction working from home full-time, using WFH as the alternative to quitting. Research reveals

compensation fairness, manager quality, and feeling appreciated drive satisfaction more than remote work flexibility itself.

→ **Polyworking Boom Creates New Management Challenges**

Monster survey reveals nearly [half of US employees now have second income streams](#), with millennials earning an average \$12,689 annually from side hustles driven by cost-of-living pressures and career ambitions. Remote work and AI tools enable polyworkers to juggle multiple roles across software development, social media management, and data analysis, though burnout and hidden employment create compliance risks. HR response requires clear conflict-of-interest policies, outcome-focused performance measures, and well-being support as traditional employer loyalty assumptions crumble.

Stampede Signal

Where the herd sees the next CX hiring spike

In our recent [LinkedIn poll](#), we asked where leaders see the next CX hiring spike. Nearshore took the lead, but nearly a third view LATAM and Africa as the next growth story. The Philippines and India remain important, yet they're no longer the automatic first picks.

The takeaway: the default map of CX delivery is cracking. Leaders expect the next hiring surge to be **spread across multiple hubs**, with momentum shifting to markets that promise agility and depth over tradition.

Where do you see the next CX hiring spike?

[**Join the conversation**](#)

PLUS, we just passed **1,000 followers** on LinkedIn. Help us reach our next milestone – **share our newsletter!**

Next Tuesday the **reins are yours** again. Watch for our LinkedIn question and jump in.

Media Field Guide

Video

Simon Sinek's Top 3 Leadership Traits — [YouTube](#)

Simon Sinek explains the three traits he sees at the core of great leadership: courage, integrity, and communication, and how they shape trust and team performance.

Why watch: a fast, clear refresher on leadership fundamentals for managers and team leads who want practical, day-to-day guidance.

Podcast

Doing Customer Experience Right — [Spotify](#)

Stacy Sherman talks with Neal Topf (Callzilla) about the math behind customer service ROI, exploring how interactions tie to revenue and loyalty, and why a single poor experience can push customers to competitors.

Why listen: clear, practical ways to quantify CX (CLV, churn, cost-to-serve) so leaders can justify budgets and design service that retains customers.

Books

The Happiness Files: Insights on Work and Life — [Amazon](#)

Science-based, practical lessons for a happier work and home life.

Arthur C. Brooks curates essays from The Atlantic and his Harvard course. He shows how to manage life like a startup to pursue love, enjoyment, satisfaction, and meaning. Learn research-backed ways to beat procrastination, rethink success, and apply the five pillars of a good life. Chapters cover managing yourself, jobs and career, and balancing work, life, and relationships.

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.

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Resource Rodeo 🤠

Featuring NEW releases:

The Chief People Officers Outlook – September 2025 (World Economic Forum) distills input from over 130 global people leaders to set near-term workforce priorities – [Download](#)

State of the Shared Services & Outsourcing Industry 2025 (SSON R&A) Q4'24 global survey of 350+ SSO/GBS executives; aims to map 2025 priorities, operating models, and transformation focus across shared services and outsourcing – [Download](#)

Also spotted:

- DSMN8's World's Biggest Employee Advocacy Study – [Download](#)
- CIPD Good Work Index 2025 – [Download](#)
- Five9 Business Leaders CX Report (2025) – [Download](#)
- Rethinking the Rules: New Models for Procuring BPO and GBS Services – [Download](#)
- Talkdesk Contact Center KPI Benchmarking Report – [Download](#)

Toro's Timetable

September

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

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

The Tail End

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Thanks for supporting the moo-vement!

See you next week 

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