



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, June 5, 2025

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Hello there

No bull, just the good stuff. We're charging into June like a bull in a china shop and the BPO market's showing no signs of slowing down. We've rounded up what's worth your time.

This week

- Accenture Promotes 50k Employees to Build Morale
- Cape Town BPO Jobs Grow 10k+
- Philippines Wins \$79M in Deals

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials

Industry News

→ **Accenture Promotes 50k Employees to Build Morale**

Accenture will promote as many as [50,000 employees worldwide](#) in June, covering 6% of its 801,000-strong workforce after a 6-month delay caused by a slump in

demand for consulting services. The Ireland-based tech giant cut 19,000 roles in 2023 and postponed end of 2024 promotions due to market uncertainty. Indian employees will see salary hikes of 3-13% for managerial roles, their first raise in 2.5 years, with Ajay Vij, Accenture's India head, stating: "The majority of Accenture's workforce in India will have received a base pay increase by the end of FY25."

→ **Cape Town BPO Jobs Grow 10k+**

Cape Town's contact center sector added [over 10,427 jobs](#) between April 2024 and March 2025, according to Alderman James Vos, the City's mayoral committee member for economic growth. The BPO sector now contributes R24 billion (\$1.35 billion) annually to the Western Cape economy, including R3.6 billion (\$203 million) in recent foreign direct investment. CapeBPO CEO Clayton Williams emphasized that these positions provide crucial opportunities for unemployed youth through training programs like the CapeBPO Academy.

→ **Philippines Wins \$79M in Deals**

Filipino companies scored [\\$79 million in deals](#) at the 2025 HIMSS Global Health Conference in Las Vegas, showing the Philippines is becoming a major player in healthcare outsourcing. Trade Commissioner Benedict M. Uy said, "the Philippine IT-BPM industry now generates about \$38 billion annually and employs 1.8 million Filipinos", with healthcare being "the fastest-growing segment, valued at over \$4 billion, and expanding at a 9% annual growth rate." The deals were announced during a seminar that drew over 45 participants, including Filipino-American business owners looking to connect with Philippine healthcare service providers.

Technology

→ **AI Hype vs Contact Center Reality**

Industry analyst Blair Pleasant surveyed contact center consultants who revealed a big gap between [AI hype and reality](#), with peers saying "Everyone is asking about AI, but few have pulled the trigger" and "there are lots of Proof of Concept deployments, but fewer real-world deployments." Despite reports claiming 98% of contact centers use AI, consultants report clients saying "they want to 'do AI' but don't know where to start and haven't done much yet." One vendor admitted that "LLM chatbot and voicebot vendors have way oversold how far along the tech is" and that "AI adoption is way slower than they had hoped."

Insights

→ Political Shifts Affect CX Strategies

William Carson, Director of Market Engagement at Ascensos, observes that 2024's global elections created [mixed customer experience impacts](#). Carson writes about how recent US tariffs are hurting some sectors while pushing others to accelerate market entry, adding how tax changes in the UK drove companies toward offshoring support. Carson argues the CX industry's proven resilience through past crises will help it adapt to these political and economic pressures beyond 2025.

Leadership

→ NFL Quarterbacks Teach Business Leadership Lessons

Business expert Brad Cleveland shares that [great leadership](#) means giving credit to others when things go well and taking responsibility when they don't. He references Jim Collins' book Good to Great, which identifies "Level 5" leaders as those with "the rare combination of humility and a ferocious will for the organization to be remarkable." Cleveland argues that customer-focused companies succeed through leaders who follow the "mirror and window" principle.

Media Field Guide

Podcast

The CX and Culture Connection - [Spotify](#)

Bridging Customer Experience(CX) and Employee Experience(EX)

Matt Egol chats with Tamar Cohen, founder of Halo Effect and former CX leader at Travelers, Zoetis, and Citi, about why customer experience fails without employee experience alignment. Cohen breaks down her "Four E's" framework: Educate, Empower, Engage, and Energize, and explains how companies mistakenly treat CX and EX.

Books

When We're in Charge - [Amazon](#)

The Next Generation's Guide to Leadership

Amanda Litman, cofounder of Run for Something, argues that millennial and Gen Z leaders must break the cycle of outdated "boomer leadership" to create more humane workplaces. Drawing from conversations with over 100 next-generation leaders, she delivers practical solutions for modern challenges like work-life balance, social media boundaries, and authentic leadership without sacrificing team well-being.

Got any recommendations? **Hit reply** and let us know. We'll give you a shoutout if we include it.

Resource Rodeo 🤠

40 Free Resources for CX & BPO Leaders: Industry research, trend reports, strategic advice, and more - [Get it here](#)

NEW - ISG Star of Excellence Q1 CX Insights 2025: ISG surveyed over 300 enterprises to analyze customer satisfaction with technology and managed service providers across six core pillars - [Download](#)

The Race to an Agentic Future: Sandpiper Research & Insights interviewed 7,950 business and technical decision makers across 30 global markets in April 2025 to gauge attitudes toward agentic AI-powered customer experience - [Get it here](#)

WFM Benchmark Report 2025: Peopleware's survey of WFM professionals across 38 countries reveals that 99% view WFM as critical to success, even as 58% cite manual processes as their biggest roadblock - [Download](#)

State of Global Workplace 2025: Gallup reports on global employee engagement, citing US\$438 billion lost to disengagement. The data show that employees, particularly managers, feel disconnected - [Get it here](#)

Superagency in the Workplace: McKinsey surveyed 3,613 employees and 238 C-suite execs across six countries about their technology and business readiness for AI

adoption - [Download](#)

Toro's Timetable

June

9 - [Customer Contact Week](#) | Las Vegas, NV

10 - [CXA Annual Conference 2025](#) | London

23 - [Forrester CX Summit North America](#) | Nashville, TN

July

1 - [CX Live Show UK 2025](#) | Manchester

24 - [Customer Experience 2025](#) | Los Angeles, CA

The Tail End

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Thanks for supporting the moo-vement!

See you next week.

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