



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, May 29, 2025

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Hello there

No bull, just the good stuff. We've rounded up what's worth your time: HMRC's £500M CCaaS RFP, strong BPO performances, and the industry shifts that matter. Here's the breakdown:

This week

- UK Tax Authority call for CCaaS solution
- Can AI be trusted?
- BPO Firms Outpacing IT Service Giants

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials 🎯

Opportunity

→ UK Tax Office Commits £500M to Fix Call Center Woes

The UK's tax authority, HMRC, [is launching a £500 million tender](#) to overhaul its call center operations with a CCaaS solution, replacing its failing legacy systems. This move follows severe criticism of HMRC's current phone service, which has experienced record-low performance, including excessively long wait times and a high number of dropped calls. For the winning provider, this represents a substantial, long-term opportunity to manage and transform a critical public service.

Insights

→ Can AI Agents Be Trusted?

Personal AI agents are coming, but are we prepared? In this HBR article, [experts warn](#) that as autonomous AI agents become more widespread, their unpredictability and vulnerability will lead to serious trust and liability concerns. To mitigate these risks, the authors call for transparency measures, human-in-the-loop checkpoints, continuous action logging, and robust governance frameworks that define clear rules and accountability.

→ BPO Firms Outpacing IT Service Giants

Julliana Anne Briones at Outsource Accelerator notes that despite macroeconomic headwinds and AI disruption, several BPO firms are posting [double-digit growth](#) this year. Their data show Firstsource's FY25 revenue jumped 23.4% to US\$944 million with a 12–15% growth outlook for FY26, while EXL rose 12.5% and Genpact 6.5%. Analysts attribute this resilience to annuity-based revenue streams, accelerated AI integration with human-in-the-loop oversight, and a shift to outcome-based pricing models.

Vigilance

→ The Rising Cyber Threat You Can't Ignore

Roberta Gamble at Fourcasters [reveals that](#) contact centers are once again facing accelerating and increasingly sophisticated digital threats. Attackers are now bypassing knowledge-based authentication over 80% of the time, and sophisticated voice deepfakes represent a rapidly escalating issue causing significant financial damage. Gamble's write-up underscores the growing inadequacy of traditional BPO defenses, urging a review of new, advanced security strategies.

Employee Engagement

→ Five-Day-In-Office Mandates Deemed Outdated

“Five-day-in-office mandates are outdated”, says Gleb Tsipursky, CEO of Disaster Avoidance Experts, [citing new findings](#) from a U.S. Government Accountability Office (GAO) report. The report shows one tech firm cut turnover by 33% by offering two remote days a week, while another lost half its staff by enforcing full-time office schedules. Tsipursky also points out that “Flexibility now drives talent acquisition and retention more powerfully than traditional perks.” Food for thought for BPOs.

→ Why Your Resilience Training Isn't Working

Dr. Leandro Herrero, Organisational Change expert, and Mike Tyler, Co-Founder at Fruitful Insights, argue that culture, not standalone workshops, drives real [workplace resilience](#). Fruitful Insights data reveal resilient employees incur £4,600 in productivity losses versus £10,700 for those who struggle, with 63% feeling energized and 70% feeling valued thanks to strong manager support. They recommend teammates help each other every day, managers hold regular check-ins, everyone keep track of how people are coping, and set clear, simple guidelines.

Media Field Guide

Podcast

Doing CX Right - [Spotify](#)

Differentiating Customer Service vs Customer Experience

Stacy Sherman chats with Max Ball, Principal Analyst at Forrester, about leadership missteps that create customer pain points instead of solving real needs. Ball breaks down how companies botch gig CX implementations and deploy chatbots that frustrate rather than help, highlighting the gap between executive assumptions and actual customer experience.

Books

The 7 Commitments of a Great Team - [Amazon](#)

Jon Gordon, 17-time bestselling author and consultant to NFL, NBA, and MLB teams, argues that commitment trumps talent in separating high-performing teams from the rest. By weaving a fable about a struggling leader, Tim, he delivers seven research-backed principles about team commitment in an entertaining and educational read.

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 - [Download](#)

NEW - 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](#)

NEW - 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](#)

The State of Customer Experience report: Genesys presents a global survey of 5,232 consumers and 1,181 CX leaders, tackling customer expectations, perceptions, and experiences - [Get it here](#)

Toro's Timetable

June

2 - [Forrester CX Summit EMEA](#) | London

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

The Tail End

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Thanks for supporting the moo-vement!

See you next week.

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