



BPO BULLHORN

Straight talk. Smart insight. No bull.

 **Thursday, May 8, 2025**

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Hello there 🖐️

This week

- Airbnb's new **AI resolving 90% of customer issues**
- Why a **customer-first mindset** should lead your AI strategy
- How to adapt to a **variety of global customer cultures**

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials 🎯

Technology

→ **Airbnb's New AI Resolving 90% of Customer Issues**

[**Airbnb has rolled out its AI assistant, "AirCover",**](#) to half of its US customer base, targeting quicker solutions for issues like refunds and cancellations, according to Customer Experience Dive. Stephanie Gilliam, Airbnb's Head of Global Customer Service Technology, said that AirCover already solves about 90% of the tasks it

tackles, and that it significantly reduces customer wait times. Gilliam stressed the goal isn't replacing human reps, but pairing AI speed with humans for tougher cases.

Customer Experience

→ Adopting AI? Think Customer First

Companies chasing [isolated AI use-cases without a clear customer strategy](#) risk falling short, warns Tom Lewis from TTEC. In his commentary, Lewis points out that misguided implementations, such as poorly-designed chatbots, often degrade customer trust rather than building it. The key takeaway: AI works best when customer experience strategy leads the tech—not the other way around.

→ Why Your Global CX Needs Local Flavor

Global CX expert Dan Gingiss breaks down how [customer expectations vary significantly by culture and region](#). In the US, quick resolutions are key, while European customers often prioritize empathy and genuine dialogue. Gingiss notes that Asian markets value respect, formality, and clear hierarchy in interactions. His advice: businesses need to tailor their CX strategies carefully, aligning closely with local cultural norms to avoid costly mistakes.

Employee Experience

→ Want Digital Success? Engage Employees More

In their recent deep-dive on digital transformation, McKinsey's Enno de Boer, Katy George, and Yves Giraud highlight [four key mindsets found at leading "Lighthouse" organizations](#). They emphasize empowering frontline workers, adopting agile leadership styles, building a continuous learning culture, and committing to ongoing improvement. Companies embracing these mindsets, like Schneider Electric and Henkel, have seen productivity jumps of up to 30%. The authors stress that lasting digital change isn't driven by tech alone—it's about getting people genuinely engaged.

Media Field Guide

Podcast

The CX Cast - [Spotify](#)

Where Should Your CX Function Sit?

Judy Weader tackles a key question in CX: Does the placement of a CX team within a company impact its effectiveness? Sharing findings from recent surveys and research, Weader explains there's no universal "right spot" for CX—placement varies widely based on industry and internal culture. Instead, she stresses the real influence comes down to proactive leadership, executive backing, and the ability of CX leaders to navigate their organization's complexity.

Books

Build a Business You Love - [Amazon](#)

Mastering the Five Stages of Business

Bestselling author Dave Ramsey shares the approach he used to scale a home-based startup to a \$250 million company, drawing on 30 years of successes and setbacks. The book serves as a detailed roadmap for business leaders aiming to sustainably grow their businesses and build lasting legacies.

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 - The Forrester Wave: Contact-Center-As-A-Service (CCaaS) Platforms, Q2 2025: A detailed analysis of 11 standout CCaaS platforms - [Download](#)

NEW - Voice of the UK Consumer Report : MaxContact surveyed over 1,000 UK consumers who have interacted with contact centers in the last 18 months - [Get it here](#)

Microsoft's 2025 Work Trend Index Annual Report: Microsoft surveyed 31,000 workers across 31 countries, with 82% of leaders confident AI agents will expand workforce capacity. The report marks a shift from pilots to wide-scale AI adoption - [Download](#)

Preparing for AI in the BPO and ITES Sector in Africa: the Caribou Digital report involved 7 countries (Kenya, Uganda, Ethiopia, Ghana, Nigeria, Rwanda, and South Africa) and gives findings based on employment impact, automation risks, and much more - [Get the report](#)

Customer Service on the Brink: Accenture draws insights from nearly 2400 customer-focused senior executives in 13 countries and spanning 10 industries. It gives some important insights into the current state of customer service - [Download](#)

The AI Trends Shaping Business in 2025: Google Cloud highlights five major AI trends shaping the future of business, based on insights from enterprise leaders, search data, and Cloud AI experts - [Get the report](#)

Toro's Timetable

May

14 - [CXO Exchange](#) | Memphis, TN

19 - [GITEX Summit](#) | Berlin

June

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

Oct

6 - [Customer Contact Week](#) | Amsterdam

27 - [ICMI Contact Center Expo](#) | Orlando, FL

Nov

19 - [Contact Center Expo 2025](#) | London

The Tail End 🐮

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Thanks for supporting the moo-vement!

See you next week 🏠🐮

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