



 Thursday, March 27, 2025

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Hello there 🖐️

With Spring closing in, it's time to come out of hibernation, so we're back, horns held high! 🐮

Time dust off the old pun dictionary...*ahem*...ready for a *moo-velous* collection of new links?

This week:

- **Concentrix and Samsung** launch B2B sales center
- New ways to apply AI to **modernize customer journeys**
- Unmissable **new resources** to level up your game

Let's get moo-ving! 🚩🐮

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Matt Kendall

Lead Matador

[BPO Bullhorn](#)

Bullseye: The Essentials 🎯

Industry News 📰

Concentrix, Samsung Open B2B Service Center

Samsung Electronics SA and Concentrix have [joined forces](#) to open a new B2B customer centre in Johannesburg, South Africa. The centre is focused on giving local Samsung resellers more access to the tech giant's products, along with providing specialised in-person support to figure out any issues in the reselling journey. This approach could signal a new opportunity for the industry, where BPOs partner with brands to create more hands-on, valuable human experiences for clients.

Telus Digital Funding New AI Research in Brazil

Telus Digital has [launched](#) a new Digital Research Hub at the Center for Artificial Intelligence and Machine Learning (CIAAM) at the University of São Paulo (USP), Brazil. The company is also putting up \$1 million to fund students in developing AI skills, creating an AI talent pipeline and contributing to Brazil's technological capabilities—another sign that BPOs are investing in AI talent to stay competitive.

Employee Experience

Is “Job Crafting” The Cure For Millennial Burnout?

If you were born between 1981 and 1996, chances are you've experienced burnout. [Research shows](#) that giving Millennial employees more control over their work experience can significantly ease stress in high-pressure environments. Dubbed “Job Crafting”, the approach is showing real promise in increasing engagement and reducing turnover. For BPO/CX leaders, finding ways to empower teams with more agency could aid in reducing attrition and sustaining performance.

Technology

Practical Advice for AI Innovation in CX

With a focus on cutting costs and reducing customer rage, John Goodman (not *that* John Goodman) [shares a ton](#) of practical advice for mapping out a customer-focused AI strategy. This article gets into how companies can apply AI to prevent problems, enhance response, create intentional delight, and facilitate escalation. Highly recommended reading.

Podcast

CX Files - [Spotify](#)

Using GenAI to Find B2B Partners

The B2B buyer journey is changing, as more buyers are looking to AI for advice on selecting service providers. Mark Hillary chats with Dave Rumble, Director and Executive Chair of the Maistro Group, about this growing trend, the risk and benefits involved, and how the procurement process might continue to evolve.

Books

Leadership Without Guardrails - [Amazon](#)

Adam Bryant lays out a no-nonsense guide for managers ready to step up to the big leagues. He breaks down the mindset shifts, key behaviors, and tough lessons that separate leaders from followers. A must-read for anyone looking to make a serious impact at the top.

23 Essential Books for CX & BPO Leaders - [LinkedIn](#)

Here's a list of book recommendations from BPO Bullhorn covering topics like leadership & management, organizational growth, employee experience & culture, technological readiness, and, of course, CX.

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

Resource Rodeo

Guatemala BPO 2024: *Insider Insights from a Nearshore Powerhouse* - A collection of in-depth Q&As with Guatemala's BPO leaders. [Get it here.](#)

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

State of the Contact Center 2025: Calabrio surveys 400+ global contact center leaders on the future of CX. [Get the report.](#)

The Modern Customer Service Training Blueprint: Smartrole's new eBook on how to build a high-performing support team. [Download.](#)

Customer Service on the Brink: Course correct now for future growth - Accenture's advice on staying relevant as CX evolves. [Read it here.](#)

Offshore BPO Confidence Index: A measurement of operational confidence from 200 BPO country managers in 17 global delivery points. [Read it here.](#)

Zendesk CX Trends 2025: What's next in CX? Zendesk surveyed over 10,000 people from 22 countries to find out. [Download.](#)

Toro's Timetable

April

6 - [Customer Contact East](#) | Fort Laud., FL

16 - [Customer Connect Expo](#) | Las Vegas, NV

28 - [Contact Centre & Customer Services Summit](#) | London

May

6 - [CxOutsourcers](#) | Munich, Germany

13 - [Contact Centre Outsourcing Summit](#) | Manchester

June

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

The Tail End

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Thanks for supporting the moo-vement!

See you next week 🦄🐘

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