



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, July 17, 2025

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Hello there

One tech titan's slashing jobs, one country's shooting for the stars, and one blocked rule is still making waves.

This week

- Microsoft axes support staff as automation ramps up
- Bangladesh sets a \$5B outsourcing target
- "Click to cancel" rule gets blocked, but pressure mounts

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials

Industry News

→ **Microsoft Cuts Customer Support Jobs as AI Takes Over**

Microsoft is [eliminating hundreds of customer support roles](#) as it shifts to AI-powered call centers, with analysts estimating the move will save over \$500 million

while displacing thousands of workers worldwide. The company's AI systems provide 24/7 support with faster response times and lower costs than human agents, though laid-off employees report receiving little notice or redeployment options. This reflects a broader industry trend as IBM, Oracle, and Google also implement AI assistants in customer service, raising concerns about mass job losses in a sector employing millions.

→ **Bangladesh Eyes \$5B Outsourcing Goal by 2030**

The sixth [annual BPO Summit Bangladesh 2025](#) concluded in Dhaka over the weekend, attracting more than 3,000 attendees including government ministers, tech leaders, and job seekers to explore the country's outsourcing future. The two-day event featured interactive technology zones with satellite internet demos, augmented reality displays, and robotics, while a career fair resulted in over 100 confirmed job offers for participants. Industry leaders announced ambitious plans to triple employment in the sector to 300,000 workers and increase annual exports from the current \$850 million to \$5 billion by 2030, with government officials pledging support for improved regulations and faster international payment systems.

→ **Georgia IT Startups Decline While BPO Giants Thrive**

Georgia's technology landscape is experiencing a tale of two sectors, with IT startup registrations plummeting to just [18 new companies](#) in 2025 after Russian and Belarusian specialists who drove previous growth have largely moved elsewhere. Meanwhile, the country is [thriving as a hub](#) for established business process outsourcing operations, with global giants like Teleperformance and Concentrix serving Fortune 500 companies from Georgian offices. While the migration-dependent IT sector faces uncertainty with most wealth leaving the country, the BPO industry offers more stable employment and represents Georgia's strategic shift toward becoming a permanent base for international service delivery.

Technology

→ **Smarter Bots Take the Pressure Off Call Center Queues**

Natterbox has rolled out new [AI-powered customer service tools](#) that can automatically handle routine tasks like password resets and order tracking, while more advanced AI agents can process refunds and reschedule appointments without human involvement. The system integrates with Salesforce and works across phone, text, and

WhatsApp, intelligently passing complex issues to human agents when needed. Early adopters report the AI tools now handle 1,000 additional customer calls per month, freeing up staff to focus on more complicated problems.

Customer Experience

→ “Click to Cancel” Gets Canceled, but CX Leaders Should Still Act

A federal court blocked the FTC’s new [“click to cancel”](#) rule just days before it was set to take effect, citing a procedural error rather than the content of the rule. The regulation was designed to make it as easy for consumers to cancel a subscription as it is to sign up, a move supported by consumer advocates but challenged by business groups. Experts now advise companies to adopt the rule’s intent voluntarily, warning that hard-to-cancel subscriptions erode customer trust and harm brand reputation.

Employee Engagement

→ AI Isn’t the Problem, Poor Rollouts Are

Many contact center agents say AI tools are [making their jobs harder](#), not easier, due to clunky systems, extra steps, and unclear guidance. Instead of fearing automation, workers are frustrated by leaders who focus on cost-cutting without providing real support or transparency. The article argues that AI will not fix broken processes unless leadership puts people first.

[Continue the conversation](#)

Media Field Guide

Video

Ethiopia's Tech Boom: From Zero to AI-Powered Outsourcing Hub - [YouTube](#)

Host and researcher Elvis Melia interviews Samuel Mussie, CTO of Mereb Technologies, about Ethiopia's remarkable five-year transformation into a software outsourcing hub and how rapid AI adoption is creating a growing skills gap among junior developers who rely too heavily on assistive tools.

Podcast

How to Handle Difficult Conversations - High Performance Podcast - [Spotify](#)

Avoiding tough conversations holds teams back. This episode shares practical tools for giving feedback with empathy, speaking with clarity, and building trust. One to share with your team leads or people managers.

Books

The New Science of Customer Relationships - [Amazon](#)

Delivering the One-to-One Promise With AI

Marketing experts Thomas Davenport and Jim Sterne show companies how to use artificial intelligence to create personalized customer interactions that drive real profits. Their book provides a practical guide for integrating AI tools into business operations to build stronger customer relationships through better data analysis and targeted communication.

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

Resource Rodeo 🤠

NEW - The UK Contact Centre Outsourcing Report: The UK Contact Centre Outsourcing Report returns for its third year from CCMA and The Knowledge Group (tkg), examining strategic shifts in outsourcing budgets, AI trends, regulatory pressures, and how UK providers stay competitive against offshore alternatives. -

[Download](#)

2025 Business Leaders CX Report: Five9 surveyed 400+ global business decision makers to uncover key gaps between what CX leaders think customers want and what customers expect in the age of AI and automation - [Download](#)

CX AI Report: Publicis Sapient surveyed 1,000 business decision-makers across Consumer Products, Health, Financial Services, and Retail to explore how generative AI is transforming customer experience strategies and priorities - [Get it here](#)

Seizing the Agentic AI Advantage: McKinsey's report argues that companies must shift from basic AI chatbots to autonomous AI agents that can redesign entire business processes to finally see real financial returns from their AI investments - [Download](#)

2025 Customer Experience Report: Five9 surveyed 1,006 global consumers to uncover evolving CX expectations, channel preferences, and attitudes toward AI, providing insights to guide CX strategy - [Download](#)

Technology Convergence Report 2025: World Economic Forum introduces the “3C Framework,” drawing on insights from over 2,000 global executives and expert analysis to map 23 high-potential technology intersections across eight domains - [Get it here](#)

Share your thoughts

Toro's Timetable

July

24 - [Customer Experience 2025](#) | LA

August

12 - [CEM Africa](#) | Cape Town

18 - [Forrester CX Summit APAC](#) | Sydney & Digital

19-20 - [Customer Experience Live Show Asia](#) | Kuala Lumpur

September

2 - [CCW Asia](#) | Singapore

8 - [Contact Centre & Customer Services Summit](#) | Manchester

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

October

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

22 - [Customer Contact Week Nashville](#) | Nashville, TN

27 - [ICMI Contact Center Expo 2025](#) | Orlando, FL

The Tail End

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