



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, June 26, 2025

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Hello there

This week

- VXi bringing 4,000 more jobs to Egypt
- Verizon's new proactive AI assistants
- Klarna CEO releases AI clone for CX

Let's get moo-ving! 🐮📢

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BPO Bullhorn

Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ **VXi Targeting Egypt Expansion**

VXi Global Solutions has announced a [\\$135 million expansion in Egypt](#) that will create 4,000 new jobs and grow its local workforce to 5,000 employees by 2028, according to Daily News Egypt. VXi's Global COO, Ryan Collins says Egypt offers competitive costs, multilingual talent, and strategic access to European, Middle Eastern, and African markets. The expansion, welcomed by Egypt's Communications

Minister Amr Talaat, positions Egypt among the top three countries for foreign investment in outsourcing, alongside South Africa and Nigeria.

Technology

→ Verizon Rolls Out Personal AI Assistant

Verizon is rolling out AI systems that [proactively solve customer problems](#) before they call for support, while using natural language chat to handle billing and account changes, targeting a jump from 90% to 95% first-call resolution rates. The Google-powered approach represents the kind of sophisticated in-house AI capabilities that could reduce enterprise demand for traditional BPO providers.

→ Klarna Opens a Direct Line to the CEO, Powered by AI

Klarna customers can now [call CEO Sebastian Siemiatkowski directly](#) in the US and Sweden—except they're speaking to an AI clone trained on his voice and decision-making patterns. The survey tool processes customer input and delivers insights to product teams within minutes, allowing them to implement changes within days rather than months.

→ AI Customer Service Startup Raises \$131 Million

AI customer service startup [Decagon raised \\$131 million](#) at a \$1.5 billion valuation, building AI agents that handle complete customer service workflows across chat, email, and voice channels. The platform enables non-technical users to create custom business logic in natural language, integrating with company systems to automatically process refunds and account changes. CEO Jesse Zhang says their customer digital bank, Chime, cut contact center costs by 60% and doubled customer satisfaction, demonstrating how AI agents can now handle routine inquiries, billing questions, and troubleshooting that traditionally drive BPO revenue.

Media Field Guide

Podcast

Gartner ThinkCast - [Spotify](#)

Inside the 9 Future of Work Trends for 2025

Martin and Steve Powell of Alvaria CX discuss the resurgence of proactive customer engagement and outline the principles of the Outreach IQ framework. They explore how contact centers can shift from reactive support to more strategic, intelligence-driven outreach while maintaining compliance.

Books

Supercommunicators: How to Unlock the Secret Language of Connection -
[Amazon](#)

Author Charles Duhigg reveals how identifying and matching the three hidden conversation tracks—practical (what's at stake), emotional (how we feel), and social (who we are)—unlocks deeper connection and influence.

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

Resource Rodeo 🤠

NEW - 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](#)

2025 Deloitte Global Business Services (GBS) Survey: Deloitte's 14th Global Business Services Survey gathers insights from over 2,000 leaders across more than 30 countries - [Download](#)

Accenture's Consumer Pulse Research 2025: Accenture's global survey of 18,000 consumers highlights surprising shifts in trust toward AI—essential reading for BPO leaders navigating future CX strategies - [Get it here](#)

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](#)

Toro's Timetable

July

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

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

August

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

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

September

2 - [CCW Asia](#) | Singapore

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

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

The Tail End

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Thanks for supporting the moo-vement!

See you next week.

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