



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, July 3, 2025

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Hello there

While others chase the hype, we're following the bull.

This week

- Remote work holds at 25% and it's still paying off
- Hyatt cuts 30% of guest services in cost-saving move
- AI's racing ahead but frontline teams are stuck waiting

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ Remote Work Isn't Dead, It's Just Settled In

Stanford economist Nick Bloom told the [Running Remote 2025 conference](#) that remote work has stabilized at 25% of American workdays and isn't declining, despite media claims otherwise. His research shows hybrid work is profitable, with one company study finding hybrid employees quit 35% less often while performing equally

well, saving \$20 million annually. The key to hybrid success is coordination: having teams come to the office on the same days rather than random attendance.

→ **Hyatt Cuts Guest Services Staff by 30% in Cost-Saving Move**

Hyatt Hotels laid off approximately 30% of its [Americas Global Care Center](#) staff, affecting guest services and support teams in what the company called a response to "evolving guest inquiries and shifting business needs." One employee who was cut described the move as "blindsiding," saying about 70 workers were told in a meeting that the layoffs were purely for cost savings and had nothing to do with performance. The cuts follow similar moves by competitor Marriott, which laid off more than 800 corporate employees last November as part of its own restructuring efforts.

Customer Experience

→ **The Sludge Wars: How Companies Design Customer Service to Defeat You**

A new [Atlantic article](#) reveals how "sludge", deliberate corporate friction through endless hold times and complex processes, is designed to exhaust customers into giving up on refunds or fixes. Contact center agents are punished for being helpful and rewarded for wearing people down until they reach that defeated breaking point. Despite hating this treatment, customers keep coming back because a 20% coupon is enough to forgive months of frustration.

Technology

→ **Frontline Workers Left Behind in AI Revolution**

A new [global survey](#) of over 10,600 workers by BCG found that while three-quarters of leaders and managers use AI tools several times a week, only 51% of frontline employees have adopted the technology because companies aren't providing proper training and support. The study revealed that with strong leadership backing, employee optimism about AI jumps from 15% to 55%, yet only 25% of frontline workers currently feel supported by their bosses. Despite successful AI integration leading to faster decisions and more meaningful work, 41% of workers still fear their jobs will disappear within the next decade.

→ **Salesforce Launches AI Command Center for Digital Workers**

Salesforce launched [Agentforce 3](#) with a Command Center that manages AI agents, their "digital labor", alongside human workers, featuring over 200 prebuilt agents across industries. The platform now includes new protocols letting these digital workers communicate with each other and access external tools seamlessly. As agentic AI keeps advancing, Salesforce is positioning itself at the center of the hybrid workforce where AI agents handle routine tasks while humans focus on complex work.

Regulatory

→ California Just Put AI Hiring on Notice

California approved [new regulations](#) making it clear that using AI in hiring doesn't exempt companies from discrimination laws. If an organization's algorithm rejects women or minorities, they're breaking the law. Starting October 1, 2025, employers must keep all AI hiring data for four years and can't use sneaky assessment tools that try to detect disabilities. The rules essentially say businesses can't hide behind algorithms to do what would be illegal if done by humans.

Media Field Guide

Podcast

CX Passport - [Spotify](#)

The One With The AgileCX

Lauren Feehrer, founder of LoyaltyCraft, explains how she applies Agile principles to customer experience strategies for mid-market companies. The episode covers her unique approach to blending structure with empathy in CX work, including applying Agile methods to family life and sensitive areas like hospice care.

Books

Artificial Intelligence In The Customer Experience - [Amazon](#)

A new book by Juan Carlos Fernández Fernández breaks down how small and medium businesses can use artificial intelligence to enhance customer experience without requiring technical expertise. The guide features real-world case studies and

practical advice on implementing AI tools like chatbots and recommendation systems for companies with limited resources.

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

Resource Rodeo 🤠

NEW 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](#)

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](#)

Toro's Timetable

July

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

October

6-8 - [Customer Contact Week Europe](#) | Amsterdam

22-24 - [Customer Contact Week Nashville](#) | Nashville

27-30 - [ICMI Contact Center Expo 2025](#) | Orlando

The Tail End

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Thanks for supporting the moo-vement!

See you next week.

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