



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, August 7, 2025

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Hello there

Outsourcing and AI cuts are accused of putting BPO jobs at risk, lawmakers are pushing for more call-center transparency, unions are clashing with banks over offshore moves, and rapid AI rollouts threaten customer trust and thousands of support roles.

PLUS: Next week we unveil **The Bullhorn 10**, our top insights from the last four months, so stay tuned!

This week

- Will call center jobs stay stateside?
- Unions aim for CBA's offshore shift
- AT&T brings contact centers to Office@Hand

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials 

Industry News

→ Keep Call Centers in America Act Seeks to Curb Offshoring

Senators Ruben Gallego and Jim Justice [have introduced legislation](#) that would require companies to give 120 days' notice before offshoring call center roles and bar them from federal loans and grants for five years. If passed, it would also guarantee customers the right to choose a U.S.-based agent who must disclose their location and any AI use.

→ CBA's \$2.6B Profit Can't Shield It From Outsourcing Backlash

Commonwealth Bank [shifted over 100 customer-service roles to India](#) just weeks after cutting more than 300 Australian jobs and doubling its India headcount between 2022 and 2024. Unions say this move raises tough questions about whether cuts serve genuine restructuring or are simply cost-saving measures in disguise.

Technology

→ AT&T Revives Office@Hand with Contact-Center Tools

AT&T has added [full contact center capabilities to its Office@Hand platform](#), letting support and sales teams work together on customer interactions after ending partnerships with Zoom, Cisco, and Five9 in 2022. AT&T says this strategic U-turn aims to recapture lost revenue opportunities and better position the company in an AI-driven, personalized service market.

Skills & Development

→ Human Skills Drive AI Success

Research by Multiverse, an AI upskilling platform led by Gary Eimerman and Imogen Stanley, finds that analytical reasoning, bias-spotting, and self-management top the list of [13 skills essential for AI projects](#) to succeed. They recommend BPO teams sharpen these human strengths to avoid costly AI blunders and unlock real business value.

Leadership

→ **Kindness Is Leadership's Power Move**

Clinical psychologist Jason Walker shows that [strategic kindness builds trust](#) and psychological safety when leaders are consistent in their actions, honest in their feedback, and fully present in conversations. He argues these three pillars turn kindness from a feel-good trait into a high-stakes strategy for driving performance. Leaders who focus on consistency, honesty, and presence can boost morale, strengthen team bonds, and improve business results.

Employee Engagement

→ **How “Corporate Memory” Drives Employee Engagement**

Vibhas Ratanjee, Leadership Development Specialist at Gallup, examines how preserving historical documents and living organizational memory can [help employees feel part of an ongoing story](#), citing research that shows only 30% of workers feel their organization's mission makes their job important. And, despite the allure of AI, Ratanjee warns that human interpretation is best for preserving the emotional and cultural nuances that make purpose feel personal and meaningful to employees.

Continue the conversation

Media Field Guide

Video

Life After AGI – [YouTube](#)

Elvis Melia talks with Georgina Hutchinson of Dalberg Data Insights about what a world shaped by artificial general intelligence might look like. They dig into AI consciousness, the future of gig work in Africa, and the promise of digital public infrastructure.

Voice

Step Up from Middle Management to Senior Leadership – [Spotify](#)

From Manager to Executive Mindset

Alison Beard and Curt Nickisch explain that moving into senior roles means shifting from solving every problem to coaching your team, setting a clear vision, and building cross-department relationships.

Books

The CX Imperative – [Amazon](#)

Five Strategic Practices for Renewal of the Customer-Centered Enterprise

Mark Fithian and Jeff Rosenberg show how many firms have drifted from customer needs and share five simple practices to fix it: develop empathy-driven insights, build a focused CX strategy, create intentional experience blueprints, set up a solid CX operating model, and foster a customer-first culture.

What media would you like to see more of? **Hit reply** and let us know. We'll give you a shoutout if we include it.

Resource Rodeo 🤠

Featuring NEW releases:

The 2025 Global Benefits Trends Study surveys more than 500 employee benefit professionals across 45 countries and 16 industries to reveal emerging priorities – [Get it here](#)

The Employee Experience for Impact guide lays out practical strategies for attraction, onboarding, engagement, retention, and offboarding. Designed for HR leaders, people managers, and business executives to boost productivity, performance, and employee loyalty – [Get it here](#)

Also spotted:

- The Call Center Engagement Report 2025 – [Download](#)
- The UK Customer Satisfaction Index (UKCSI) – July 2025 – [Download](#)

- McKinsey Tech Trends Report 2024 - [Download](#)
- OECD Employment Outlook 2025 - [Download](#)
- The UK Contact Centre Outsourcing Report - [Download](#)

Share your thoughts

Toro's Timetable

August

- 12 - [CEM Africa](#) | Cape Town
- 18 - [Forrester CX Summit APAC](#) | Sydney & Digital
- 19 - [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

If BPO Bullhorn helps you cut through the noise, please **forward it** to someone in BPO or CX who could also benefit.

Are you that someone? [Join the herd here.](#)

Got industry intel or feedback? **Hit reply** and share what's on your mind.

Thanks for supporting the moo-vement!

See you next week 🐮🏠

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