



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, October 30, 2025

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Hello there

This week:

- M&S replaces TCS for IT service desk
- KamelBPO opens Clark delivery center
- Hurricane Melissa tests Caribbean operations

PLUS the next **Bullhorn 10** featuring the quarter's top stories is coming soon... stay ahead of the herd with this drop.

New here? BPO Bullhorn cuts through the noise to deliver the week's clearest take.

Let's get moo-ving! 🐮📣

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Editorial Team

Bullseye: The Essentials

Industry News

→ **Marks & Spencer shifts service desk partnership**

Marks & Spencer has replaced Tata Consultancy Services (TCS) as its IT service desk provider following a procurement process that began in January. TCS continues supporting other IT services for M&S and clarified that it does not provide cybersecurity services to the retailer. The change follows a standard market testing process, with M&S selecting a new provider over the summer.

→ **KamelBPO expands footprint with new Clark hub**

KamelBPO has opened a new delivery center in Clark, Pampanga, Philippines, with dual fiber connectivity and backup power systems. The company now employs over 800 staff serving 200+ clients, and a 20-member AI hybrid services team is being established to integrate automation across client accounts.

→ **Hurricane Melissa threatens Caribbean operations**

Hurricane Melissa, a Category 5 storm, made landfall across Jamaica's northern and eastern parishes, including St Ann, Portland, and St Mary, bringing intense winds, flooding, and widespread power outages. More than 600,000 people have been evacuated across Jamaica and Cuba, as authorities assess infrastructure damage and coordinate early recovery and relief efforts.

Technology

→ **MGBS pivots from cost savings to value creation**

An EY report finds that **Global Business Services organizations are shifting from labor arbitrage to insight generation and innovation**. About 60% of executives report their organizations are operating within or transitioning to GBS models. Five enablers define this evolution: strategic alignment, technology enablement, talent development, strong governance, and continuous improvement.

Customer Experience

→ **The algorithm never blinks: AI and agent burnout**

AI tools designed to reduce agent stress may be intensifying cognitive load through real-time nudges, emotion tracking, and constant scoring. This CX Today article points to Omdia's 2025 Digital CX Survey, which states that 75% of North American contact center leaders expressed concern about AI's impact on agent wellbeing. Data shows 87% of agents report high stress levels, with over 50% facing daily burnout, sleep issues, and emotional exhaustion.

Employee Engagement

→ **"Microshifting" redefines flexible work**

Coined by The Everygirl, **microshifting describes breaking the workday into short, flexible blocks** that align with personal rhythms rather than rigid nine-to-five schedules. Advocates say it boosts balance and focus, especially in hybrid environments where workers toggle between deep work and life demands. The catch: experts warn that without shared core hours or structured handovers, microshifting risks blurred boundaries and collaboration gaps that could fragment team cohesion.

Media Field Guide

Video

The AI Rollout Is Here — and It's Messy – [YouTube](#)

Produced by the Financial Times' Working It series, this episode looks at the uneven reality of AI in the workplace. Companies are spending heavily on new tools, but many employees still aren't using them effectively. The film explores the cultural and practical hurdles behind adoption, from training gaps to trust issues, and asks what it really takes to turn investment into genuine productivity.

Why watch: a balanced take on how AI is actually landing inside organizations, useful if you're thinking about adoption beyond the hype.

Podcast

McKinsey Talks Operations: How Generative AI is Rewriting Service Delivery

- [Spotify](#)

McKinsey's operations experts unpack how generative AI is changing the way work gets done in shared services and customer operations. They discuss where automation adds value, where it doesn't, and what governance challenges leaders are running into as AI scales.

Why listen: a thoughtful conversation for anyone curious about how AI is reshaping real operational models, not just strategies on paper.

Books

The Rising Leader Handbook: Turning High Achievers Into Effective Leaders

- [Amazon](#)

Leadership coach Mark J. Silverman offers a practical guide for professionals stepping from high performance into high-impact leadership. The book breaks leadership into four lenses: leading up, across, your team, and yourself, with tools to strengthen influence, collaboration, and resilience. It balances career strategy with personal sustainability, urging readers to lead without burning out.

Why read: a grounded playbook for anyone navigating the shift from individual contributor to leader, useful if you're managing peers, mentoring teams, or learning to influence upwards.

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.

Continue the conversation

Resource Rodeo 🤠

Featuring NEW releases:

Forrester CX Certification: Learn how to get better at CX, with Forrester's unique CX certifications designed to help leaders and employees reinforce or develop their skills as CX experts. Registration for the next accreditation ends on November 14 – [Download](#)

Also spotted:

- People Management in the Age of AI – [Download](#)
- AI creates more problems than it solves – [Download](#)
- 2026 Consumer Experience Trends Report – [Download](#)
- The CX Confidence Disconnect – [Download](#)

Toro's Timetable

November

3 – [BPesa GBS](#) | Durban

6 – [CX Africa Week](#) | Lagos

12 – [Digital Customer Experience Summit](#) | Toronto, ON

19 – [Contact Center Expo](#) | London

December

1 – [AWS re:Invent](#) | Las Vegas, NV

9 – [CX World Forum](#) | Riyadh, Saudi Arabia

The Tail End

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