



BPO BULLHORN

Straight talk. Smart insight. No bull.

 Thursday, April 24, 2025

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Hello there 🙌

As the new Editorial Team, we're beaming with excitement to support Matt in curating *BPO Bullhorn*. This week, we've gathered some truly thought-provoking content that we're thrilled to share with you. We look forward to growing together and continuing this journey, one issue at a time.

This week

- TP adds 3,500 jobs to 10k target in Cape Town.
- Egypt to Invest \$255 million in ICT Sector.
- AI support agent fabricates policy.

Let's get moo-ving! 🐮📣

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Editorial Team

Bullseye: The Essentials 🎯

[Industry News](#)

TP Adds 3,500 jobs to 10k Target in Cape Town.

[Teleperformance is ramping up](#) its presence in Cape Town with the launch of a brand-new call centre, bringing **3,500 jobs** to the city. This move is part of a broader push to hit a 10,000-job goal, made possible through a partnership with CapeBPO, a public-private initiative supported by the City of Cape Town and the Department of Labour. Their joint mission? Attract investment and build a skilled, local talent pool to meet the surging global demand for outsourced services.

→ *As international players double down on South Africa, could this mark a tipping point for the region's role in global outsourcing?*

Egypt to Invest \$255 million in ICT Sector.

[Egypt is set to invest \\$255 million into its ICT sector](#) as part of the national 2025/2026 development plan. With the sector consistently achieving annual growth rates of 15% or more, it stands out as one of the fastest-growing pillars of the country's economy. The funding will go toward building a secure government network, improving public sector connectivity, and driving digital transformation across the board.

→ *Could Egypt's digital drive open the door for a new wave of BPO investment across North Africa?*

Technology

AI Support Agent Fabricates Policy

Some users of [Cursor AI ran into issues](#) when trying to use the app on multiple devices—the support bot told them it was against company policy. Michael Truell, co-founder of parent company Anysphere, stepped in to clarify: “we have no such policy”. The response was simply a mistake by the AI. It's a timely reminder that while AI can streamline support, it still needs oversight to avoid misinformation.

→ *If a bot can invent policies, how do we keep customer trust intact in AI-led service models?*

Zoom Rolls Out Agent AI to Boost Frontline Efficiency

[Zoom has launched a suite of agentic AI](#) features designed to enhance support for telehealth staff during patient calls. The new capabilities aim to streamline workflows and improve real-time collaboration across care teams. By enabling frontline staff to

access critical information while managing multiple patients, the platform is helping to drive greater productivity, faster response times, and fewer operational bottlenecks.

→ *Will agentic AI shift the way we define productivity and performance in customer service roles?*

Inspiration

First Union Footprint in Kenya's BPO Industry

Teleperformance has signed a [local implementation agreement with the Communication Workers' Union of Kenya \(COWU-Kenya\)](#), marking a major milestone for Kenya's BPO industry. The agreement creates a neutral environment for union organizing and safeguards workers' freedom of association, among other commitments. It also reflects a growing global movement toward strengthening labor rights in the BPO sector and sets the stage for future collective bargaining between the company and its workforce.

→ *Could stronger worker protections become a competitive advantage in the future of global outsourcing?*

Media Field Guide

Podcast

The CX Files - [Spotify](#)

Jamaica Is Moving Beyond the Nearshore.

Peter Ryan chats to Phil Kitchen and they explore how Jamaica is stepping beyond its nearshore reputation to become a serious player in value-added CX services. He breaks down what's fueling the shift, from talent pipelines to policy innovation and why the country is catching the attention of global brands. It's a sharp look at how location strategy is evolving in the BPO world, and what that means for the future of service delivery.

Books

Leadership Is Personal - [Amazon](#)

How Community and Culture Lead to Business Success

Brad Mahon makes a compelling case for community-centered leadership as a catalyst for business success. Blending personal experience with practical strategies, he shows how aligning values, culture, and communication can create engaged teams and resilient organizations. For BPO and CX leaders navigating people-first strategies, this is a sharp, actionable guide to building culture with purpose and leading from the inside out.

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

Resource Rodeo 🤠

Guatemala BPO 2024: *Insider Insights from a Nearshore Powerhouse* - A collection of in-depth Q&As with Guatemala's BPO leaders. - [Get it here](#)

40 Free Resources for CX & BPO Leaders: Industry research, trend reports, strategic advice, and more. - [Get it here](#)

NEW - Preparing for AI in the BPO and ITES Sector in Africa: the Caribou Digital report involved 7 countries (Kenya, Uganda, Ethiopia, Ghana, Nigeria, Rwanda, and South Africa) and gives findings based on employment impact, automation risks, and much more. - [Get the report](#)

NEW - Customer Service on the Brink: Accenture draws insights from nearly 2400 customer-focused senior executives in 13 countries and spanning 10 industries. It gives some important insights into the current state of customer service. - [Download](#)

The AI Trends Shaping Business in 2025: Google Cloud highlights five major AI trends shaping the future of business, based on insights from enterprise leaders, search data, and Cloud AI experts. - [Get the report](#)

Customer Data Platforms Report: CX Network and AWS show how CDPs are evolving to drive personalization, unify customer data, and improve CX outcomes. - [Read it here](#)

Toro's Timetable

April

28 - [Contact Centre & Customer Services Summit](#) | London

May

6 - [CxOutsourcers](#) | Munich, Germany

13 - [Contact Centre Outsourcing Summit 2025](#) | Manchester

14 - [CXO Exchange](#) | Memphis, TN

June

9 - [Customer Contact Week](#) | Las Vegas, NV

The Tail End

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Thanks for supporting the moo-vement!

See you next week 

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