



BPO BULLHORN

Straight talk. Smart insight. No bull.

 **Thursday, May 1, 2025**

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Hello there 🖐️

This week

- New **Microsoft Teams Unify** Contact Center Model
- **M&S Cyberattacks** Show Gap in CX
- What's the Cost of **Losing the Human Touch?**

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials 🎯

Insights

→ **Is AI Really Shrinking BPO Office Space?**

Despite predictions of AI-driven transformations, widespread BPO layoffs have not materialized, and demand for office space remains steady, according to [**this piece by Nearshore Americas**](#). Jeff Pappas, senior managing director at Newmark, notes that while AI may enhance efficiency—reducing space per employee from 80 to 72 square

feet—it hasn't significantly disrupted workforce structures. Instead, AI is being utilized for tasks like automated quality assurance and predictive analytics, improving service quality without substantial job displacement.

Technology

→ New Microsoft Teams Unify Contact Center Model

The [new Microsoft Teams Unify model](#), powered by Azure Communications Services (ACS), gives contact centers the ability to build custom solutions directly within Teams or embed ACS within third-party clients. It enables chat, voice, video, and AI APIs to be seamlessly integrated into contact center solutions, providing a more flexible and powerful way for businesses to connect with their customers.

Vigilance

→ M&S Cyberattacks Show Gap in CX

A recent [cyberattack on Marks & Spencer](#) highlights how digital disruptions can impact both online and physical stores, affecting the overall customer experience. The attack draws attention to the need for BPO providers and CX leaders to build resilient systems across all touchpoints to handle multichannel challenges. During disruptions, a crisis communication strategy focused on clarity, empathy, and transparency is essential. This is an opportunity to address technical issues while also demonstrating emotional intelligence in handling customer concerns, fostering trust and loyalty.

Customer Experience

→ Customers Want Relationships, Not Just Ease

In its write up of the Qualtrics X4 Summit, [Bain & Company argues](#) that customers now expect more than just smooth transactions—they want to feel recognized and understood across every interaction. Companies like Hilton are aligning teams across departments to build shared accountability for customer experience, while Fiserv uses AI to turn brief survey responses into deeper conversations with over 40% of clients. The authors stress that digital tools alone aren't enough; the real differentiator is using AI to create emotionally resonant, trust-based relationships at scale.

→ What's the Cost of Losing the Human Touch?

In Forbes, Jennifer Lee from Intradiem shares how [an empathetic agent shaped her belief in CX's human core](#). While AI offers speed and scale, Lee warns that neglecting human connection leads to what she calls the “customer experience cliff”. Backed by Qualtrics and Five9 data, she urges to automate wisely, enhancing and not replacing. She writes that the future of CX isn't AI vs humans but AI + humans.

→ Rise of CX Observability in Service Monitoring

In [The Rise of CX Observability](#), Nicolas De Kouchkovsky explains how these tools monitor the full customer journey for faster issue resolution. Vendors like Operata and Virsae use data like call quality, hold times, and sentiment to reveal hidden CX risks. Real-world cases show improved service through spotting network and agent behavior issues. Observability moves beyond troubleshooting to proactive CX improvement. For BPOs, it's a smarter path to customer satisfaction.

Media Field Guide

Podcast

The Intuitive Customer - [Spotify](#)

In this milestone 400th episode, Colin Shaw and Professor Ryan Hamilton reflect on the evolution of customer experience over the years. They dive into the importance of memory in CX, explaining how customers remember key moments rather than the entire experience. The hosts also discuss how behavioral science plays a pivotal role in shaping customer interactions, and why it's often overlooked.

Books

Maturing in Customer Experience Optimisation (CXO) - [Amazon](#)

A Step by Step Guide Based on your Customer Maturity

Tim Thijssse's book delivers a straightforward guide for transforming customer experience from theory into action. With 150 actionable steps across five maturity levels, it's perfect for organizations looking to move beyond quick fixes and build a sustainable, customer-centric culture. A must-read for anyone ready to make CX a strategic advantage.

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 - Microsoft's 2025 Work Trend Index Annual Report: Microsoft surveyed 31,000 workers across 31 countries, with 82% of leaders confident AI agents will expand workforce capacity. The report marks a shift from pilots to wide-scale AI adoption - [Download](#)

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](#)

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](#)

Toro's Timetable

May

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

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

19 - [GITEX Summit](#) | Berlin

June

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

Oct

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

27 - [ICMI Contact Center Expo](#) | Orlando, FL

Nov

19 - [Contact Center Expo 2025](#) | London

The Tail End

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