



BPO BULLHORN

Straight talk. Smart insight. No bull.

 **Thursday, May 15, 2025**

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Hello there 🙌

This week

- TTEC expands in India
- Klarna restores human customer care
- Is AI eroding employee motivation?

Let's get moo-ving! 🐮📢

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Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ **TTEC Launches Mohali CX Center**

[**TTEC is ramping up its presence in Mohali**](#), Punjab, with a new 400-seat CX center to support a major U.S. healthcare client. The facility adds to TTEC's 24-year India footprint, which now spans 4 sites and 3,500 employees. Elsewhere, the company is scaling its operations in Cairo, Egypt, toward 800 roles by 2026. Leveraging tier-2

Indian cities alongside African and nearshore hubs enables TTEC to diversify its delivery footprint and unlock fresh talent pools for global CX growth.

Customer Experience

→ Klarna Restores Human Customer Care

[Klarna has reintroduced human agents to its customer service line](#) after its AI chatbot initially replaced 700 reps, according to Customer Experience Dive. Kristen Doerer reports that while AI still handles two-thirds of routine inquiries, driving response times down by 82% and cutting repeat issues by 25%—Klarna spokesperson Clare Nordstrom says, “AI gives us speed. Talent gives us empathy.” Nordstrom stressed the goal isn’t to swap bots for people but to pair AI’s efficiency with human compassion for the moments that matter most

Insight

→ Make Every Day a CX Day

Tomas Gorny, CEO at Nextiva, has once again declared May 15th to be “Customer Experience Day,” but warns that [a single date can’t capture the full scope of customer needs](#). He spotlights four emerging trends—AI-driven proactive self-service, hyper-personalization balanced with human oversight, real-time feedback loops, and frontline empowerment—and urges businesses to bake these practices into everyday operations. Gorny also believes that through continuous listening programs, empathy-first AI support, and cross-functional CX squads, every day can feel like a CX Day.

Employee Experience

→ Is AI Eroding Employee Motivation?

Researchers at Zhejiang University warn in Harvard Business Review that although generative AI can speed up tasks like drafting reviews or brainstorming, it risks [sapping intrinsic motivation and increasing boredom](#) once people switch back to unaided work. Their advice to keep teams engaged is to complement AI’s productivity gains with human-centric practices like regular feedback loops, recognition programs, and task rotation. HBR’s research represents yet another suggestion to focus just as much on employee development when adopting AI.

→ What Does Fairness Have to Do With Flexible Work?

Employees across the U.S. consider [one-size-fits-all return-to-office \(RTO\) mandates to be “unfair”](#), according to No Jitter editor Lisa Schmeiser. Post-pandemic employees expect their commute to be “earned” through genuine collaboration, recognition, and growth. Citing MIT Sloan and HBR research, she shows that fairness hinges on mutual respect and clear rationale. Her advice is to co-create flexible policies with frontline teams, explain the “why” behind office days, and maintain continuous feedback loops to rebuild trust.

Media Field Guide

Podcast

TED Business - [Spotify](#)

Work is Broken. Gen Z can Fix It.

Modupe Akinola chats to researcher Amanda Schneider, and they explore Gen Z’s surprising take on tenure versus job-hopping. Schneider shares findings that debunk myths about young workers’ loyalty, revealing why their preference for change—or stability—holds the key to designing more flexible, effective workplaces.

Books

Mastering the Art of Team Coaching - [Amazon](#)

An Emergent Approach to Unleashing the Potential in Teams

Seasoned coach Georgina Woudstra reimagines team coaching for our fast-paced world, moving beyond rigid models to an adaptive, “map and compass” approach. The key takeaway: By trusting the process and responding to what truly unfolds, you empower teams to navigate real-world challenges with agility and purpose.

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

Resource Rodeo 🤠

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

NEW - The State of Customer Experience report: Genesys presents a global survey of 5,232 consumers and 1,181 CX leaders, tackling customer expectations, perceptions, and experiences - [Get it here](#)

The Forrester Wave: Contact-Center-As-A-Service (CCaaS) Platforms, Q2 2025: A detailed analysis of 11 standout CCaaS platforms - [Download](#)

Voice of the UK Consumer Report: MaxContact surveyed over 1,000 UK consumers about contact center interactions - [Get it here](#)

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](#)

Toro's Timetable

May

19 - [GITEX Summit](#) | Berlin

June

2 - [Forrester CX Summit EMEA](#) | London

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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Thanks for supporting the moo-vement!

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