



 Thursday, April 17, 2025

Forwarded this email? [Sign up here](#)

Hello there 🖐️

This week

- CX Takeaways from Google Cloud Next
- Is KPO usurping BPO's throne in the Philippines?
- Watch out for fake job seekers

Let's get moo-ving! 🐘 📣

[Invite a friend to join BPO Bullhorn](#)



Matt Kendall

Lead Matador

[BPO Bullhorn](#)

Bullseye: The Essentials 🎯

Technology 🤖

CX Takeaways from Google Cloud Next

Google recently hosted its Cloud Next event, revealing a [slew of agentic AI upgrades](#) to its Customer Engagement Suite that aim to manage more complex service tasks.

The new agentic tools can now handle a wider range of query types, from looking up information and adding items to a cart, to managing escalations. As mentioned by Lisa

O'Malley during her [keynote address](#), these upgrades represent a meaningful shift that challenge the idea that AI is only suited for simple, non-complex interactions.

Inspiration

Could KPO Usurp BPO's Throne in the Philippines?

The Philippines' BPO industry, employing 1.7 million people and contributing up to 10% of the country's GDP, is one of the most vulnerable countries to the growing adoption of AI. Yet, Dr. Donald Lim, founding president of the Global AI Council in the Philippines, has published a [rousing call-to-action](#) for BPOs to focus on a new value prop: Knowledge Process Outsourcing (KPO). KPO values human judgment, creativity, and critical thinking—qualities that, despite all its advances, AI still can't replicate. The question is whether or not the country's BPOs can upskill their workforce quickly enough to adapt.

Vigilance

Watch out for Fake Job Seekers

"The rise of AI-generated profiles means that by 2028, 1 in 4 job candidates globally could be fake." It's a jarring prediction and a signal of a new kind of threat facing businesses. Job seekers are now using [fabricated identities and AI-generated faces](#) to secure roles. The risks for companies are serious, from cyber threats and data leaks to questions around the integrity of employee engagement. The trend puts recruitment professionals on the front line of corporate security.

Customers

Tariff Turmoil and the Opportunity for Better Customer Loyalty

It's easy to feel frustrated with the ongoing conversations around tariffs. But Justin Racine from Perficient frames it as an opportunity for organizations to [rethink how they connect with their customers](#) by promoting price transparency, offering value-based options, and introducing flexible payment plans to build loyalty. For BPOs, this could be a chance to educate clients on the importance of emotional connection and truly understand customer needs as a way to earn long-term trust.

Media Field Guide

Podcast

The Intuitive Customer - [Spotify](#)

How Your Customer Judges You Before You Open Your Mouth

Colin Shaw chats with Professor Ryan Hamilton to unpack the importance of first impressions in customer experience. The pair explore how quickly customers form opinions, often in under 10 seconds, and why gut instincts tend to drive decisions before logic has a chance to weigh in.

Books

The Win-Win Workplace - [Amazon](#)

How Thriving Employees Drive Bottom-Line Success

Angela Jackson draws on research from over 1,200 companies, including Walmart and Google, to show how frontline employees can evolve from silent contributors to strategic drivers of business success. As a BPO leader, this is a powerful resource for rethinking how to unlock growth by helping your people fulfill their full potential.

23 Essential Books for CX & BPO Leaders - [LinkedIn](#)

Here's a list of book recommendations from BPO Bullhorn covering topics like leadership & management, organizational growth, employee experience & culture, technological readiness, and, of course, CX.

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 - 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](#)

Adobe 2025 AI And Digital Trends: Learn how to make meaningful change with emerging tech, AI, and automation this year - [Download](#)

State of the Contact Center 2025: Calabrio surveys 400+ global contact center leaders on the future of CX - [Get the report](#)

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 

If you enjoy BPO Bullhorn, your colleagues might too. Please **forward this email** to someone who will appreciate it.

Are you that someone? [Sign up here](#).

If you have specific feedback or anything interesting you'd like to share, please let us know by **replying to this email**.

Thanks for supporting the moo-vement!

See you next week 📣🐮

Maistro UK Limited

Rowan House North 1 The Professional
Quarter, Shrewsbury Business Park,
Shrewsbury



You are receiving this email because
you subscribed to our newsletter.

[Privacy Policy](#)

[Unsubscribe](#)