



 **Thursday, April 10, 2025**

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Hello there 🖐️

This week

- **TP Doubles Down in Ghana**
- **Is this the era of Consumer Dictatorship?**
- **How Tariffs Could Shake Up IT Services**

Let's get moo-ving! 🐮📣

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Matt Kendall

Lead Matador

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Bullseye: The Essentials 🎯

Industry News 📰

Teleperformance Doubles Down on Ghana

Teleperformance just opened a [new delivery center in Accra](#), joining forces with the Government of Ghana to tackle youth unemployment. The company first launched in Ghana in 2022 with just 36 employees, since growing to over 1,300 in two locations. With this third facility, TP hopes to grow its Ghana workforce to 5,000, supported by the

country's young, digitally savvy workforce and its fast-growing tech ecosystem. Yet another clear indicator of Africa's allure as a BPO hub.

Insight 🤔

How Tariffs Could Shake Up Global Delivery

With the US administration's unpredictable approach to trade tariffs, the global IT services industry could be facing [major destabilization](#), according to HFS for Sources. In this recent analysis, Phil Fersht and the HFS team explore the potential collateral damage that tariff flip-flopping could do to the sector, and provide some advice to navigate the issue. In short, HFS believes that IT services firms can support clients by cutting service costs now, shifting to cost-efficient supply chains, and guiding a move from growth to responsible cost and workforce management.

Technology 🤖

Is Agentic AI Ready for the Contact Center?

With tools like Manus, Open AI's Deep Research, and Google Gemini's new research agent, 2025 is shaping up to be the year of agentic AI, as many predicted. Still, in these early days, trust is the main hurdle faced by businesses (and their customers), so, according to Dave Michels, the vast majority of use cases will be internal, at least for now. In his recent commentary, Michels [goes deeper into this topic](#) recounting his visit to Enterprise Connect, where agentic AI was everywhere. Some good first-hand observations into the strengths and fallbacks of current-gen agentic AI.

Customers 🛒

Welcome to the Era of Consumer Dictatorship

Today's consumers expect nothing less than fast service, hyper-personalized experiences, and zero hassle. If a brand doesn't deliver, they move on—no loyalty, no second chances. Dheeraj Gowrie, from South African telecoms provider Frogfoot Networks, [calls this trend](#) “consumer dictatorship”, highlighting that “there is no fixed standard when it comes to customer experience anymore.” For BPOs, it's an opportunity to rethink how they support clients—faster turnarounds, smarter use of data, and more flexible service models, helping brands keep up with high customer expectations.

Employee Experience

HBR: Encourage Teams to Discuss Ambiguous Threats

A new article from [Harvard Business Review](#) explores why employees often stay silent when they spot “ambiguous threats”, which HBR classes as complex, unclear, and difficult-to-diagnose issues. For example, BPO employees face ambiguous threats like feelings of isolation, emotional exhaustion, microaggressions, bias, and unclear expectations. Based on HBR’s findings, BPOs should ensure they are doing the best they can to actively listen to feedback, reduce fear of speaking up, and encourage an environment where employees feel empowered to enact change.

Media Field Guide

Podcast

Punk CX - [Spotify](#)

AI-driven search volumes are exploding (and what brands should be doing about it)

Adrian Swinscoe sits down with Vivek Pandya to unpack the boom in AI-driven search and why it matters for brands. The pair discuss how AI is changing the way people search online, leading to longer, more complex, and personalized queries. Main takeaway: If you want to stay relevant, your digital strategy needs to evolve with AI search in mind.

Books

The Next Conversation: Argue Less, Talk More - [Amazon](#)

Jefferson Fisher pulls from his experience as a trial lawyer to show how to stay grounded, set boundaries, and communicate like a pro, even when things get heated. If you’re in CX or BPO leadership, this is a great resource for learning new conversation skills that can be passed down to your front-line teams.

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 - 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 🐡

6 - [Customer Contact East](#) | Fort Laud., FL

16 - [Customer Connect Expo](#) | Las Vegas, NV

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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