



 **Thursday, April 3, 2025**

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Hello there 🙌

This week

- Huge Customer **Data Leak at Samsung**
- The Value of **Lateral Career Moves** for Teams
- **Erasing Accents: Solving Bias or Hiding It?**

Let's get moo-ving! 🐮🚀

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Matt Kendall

Lead Matador

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Bullseye: The Essentials 🎯

Vigilance 👁️

Samsung's Customer Data Exposed

A hacker [leaked data from Samsung Germany](#), exposing 270,000 customer records.

The breach was traced back to an old, compromised credential from a third-party vendor, highlighting a common but serious security gap. Many businesses focus on internal protections but aren't always savvy on extending those protections to external

partnerships. For BPOs, this is yet another wake up call to educate partners on vendor security requirements and enforce strict credential updates.

Insight 🤔

Erasing Accents: Solving Bias or Hiding It?

Companies like TP are neutralizing employee accents to reduce bias in customer interactions, but is that really the solution? Business psychologist Danny Wareham [explores this topic](#), explaining that while the intention is to make communication smoother, removing accents doesn't address the real issue—bias itself. Since BPOs rely heavily on diverse talent, accent modification policies could impact inclusion efforts if not balanced with a focus on training employees and customers to recognize and overcome language biases.

Employee Experience 👤

Management Isn't the Only Way Up

Not everyone wants to be a manager, and companies are finally getting the message. Many employees prefer to [grow their expertise](#) rather than move into leadership roles. Instead of forcing people up the management ladder, businesses are now offering alternative career paths that allow for specialization and lateral growth. Since skill retention is so important for BPOs, giving employees more ways to advance without changing roles entirely could help keep talent engaged and motivated.

Technology 🤖

Analyzing the Strengths of Amazon's CCaaS

CX analysts are [weighing in](#) on AWS's latest upgrade to Amazon Connect, with the consensus that AI-powered automation is pushing cloud contact centers to the next level. The new features include smarter call routing, real-time analytics, and automation designed to cut costs and speed up resolutions. Analysts highlight that these tools can drive major efficiency gains, as long as service providers don't dilute the human connection customers still value.

Media Field Guide

Podcast

The CX Cast - [Spotify](#)

Advanced Analytics Will Transform Your CX Practice

Martin Gill and Forrester Senior Analyst Rich Saunders discuss how advanced analytics are changing the game for CX. When sticking to traditional surveys, what insights are we missing? How do predictive analytics and AI help you anticipate what customers need? Rich breaks down these topics with practical tips, even if you're not a data expert.

The CX Goalkeeper - [Spotify](#)

The AI-Powered Data Revolution: What Leaders Need to Know

Gregorio Uglioni talks with Aravind Nuthalapati about how AI is shaking up data management and decision-making. With AI tools sifting through massive datasets to uncover real, actionable insights, Aravind shares his views on building a data-driven culture where smart tech works hand-in-hand with human judgment.

Books

CX-ISM - [Amazon](#)

The Philosophy of Customer Experience

Katie Louise Stabler's "CX-ISM" takes a fresh, no-nonsense approach to customer experience. Rather than just following a standard CX strategy, she challenges you to turn it into a movement that truly connects with customers on an emotional level. A solid read for business owners, leaders, and managers who want to make a serious impact by putting customer feelings front and center.

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 - 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](#)

Customer Service on the Brink: Course correct now for future growth - Accenture's advice on staying relevant as CX evolves - [Read the insights](#)

Zendesk CX Trends 2025: What's next in CX? Zendesk surveyed over 10,000 people from 22 countries to find out - [Download](#)

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

June 

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

The Tail End

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See you next week  

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