



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, August 14, 2025

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Hello there

The first **Bullhorn 10** is here, our new quarterly scan of the biggest moves shaping CX and BPO right now. It's the quick read leaders can use to spot opportunities, avoid blind spots, and stay ahead.

The full list is live on LinkedIn and ready for you to explore.

This week

- The three signals shifting the industry's priorities
- A one-click poll to take the pulse of the community
- Your chance to share what you're seeing on the ground

Let's get moo-ving! 🐮📢

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Editorial Team

The Bullhorn 10: Our quarterly roundup 💡

Over the past few months, we've tracked dozens of moves across CX and BPO. Ten stood out, and together they told a bigger story.

Three major signals emerged:

- **Borderless BPO:** Governments and global players are turning nearshore into a national strategy.
- **AI Recalibration:** Automation is scaling, but trust, fallback, and frontline fixes are now part of the plan.
- **People Power:** Culture is measurable, resilience is on the ops dashboard, and the frontline is not staying quiet.

Which one feels most urgent for you right now?

☐ Borderless BPO

☐ AI Recalibration

☐ People Power

☐ All of the above

[Explore the Bullhorn 10](#)

Seen it play out on the ground?

Got stories, stats, or frontline signals that back or challenge these trends? Hit reply or [email us](#).

We feature real takes from the field and yours could be next.

Bullseye: The Essentials

Industry News

→ **iQor Acquires JumpCrew to Extend End-to-End CX Coverage**

[iQor buys JumpCrew](#), adding outsourced B2B sales and marketing to its CX lineup. For clients, it means one provider spanning lead gen and sales through service and retention, connected by real-time analytics. CEO Chris Crowley says the combined team will deliver seamless end-to-end support across the customer lifecycle using iQor's global delivery and voice-of-customer tools.

→ **Peopleware × LabourGenie.net: Local Muscle for SA Contact Centers**

[Peopleware has partnered with LabourGenie.net](#), appointing it as an official reseller of its workforce management suite across Southern Africa. The tie-up pairs Peopleware's WFM tools with local expertise to help contact centers improve scheduling and forecasting, boost productivity, optimize staffing, and strengthen service delivery.

Technology

→ **GPT-5 Claims Fewer Errors and Smarter Replies**

[OpenAI launched GPT-5](#), a family of models for ChatGPT and the API that automatically switches between a fast default and a deeper "thinking" mode. OpenAI says it reduces factual errors by about 45% vs. GPT-4o and up to 80% vs. o3 when thinking. CEO Sam Altman calls it "software on demand", like talking to a personal expert who can write apps on cue.

Employee Engagement

→ **Workplace Happiness Slumps, while Fear Rises**

HR analyst Josh Bersin flags a [slump in engagement and happiness](#): only 21% of employees and 27% of managers are engaged (Gallup 2025), and the U.S. fell from #15 to #24 in the World Happiness Report. Fear is common, with 86% experiencing fear at work, and 34% afraid to speak up, driven by AI disruption, return-to-office pressure, and overtime work. His take: shift from financial-first to people-first leadership, set a clear purpose with accountability, invest in development, and open up internal mobility.

Video

AI's Real Impact on BPO with TaskUs CEO Bryce Maddock – [YouTube](#)

A clear-eyed look at automation claims vs. actual headcount, why some BPOs take loss-leading AI deals, where outcome-based pricing fits, and how hype from the boardroom pressures ops.

Why watch: useful for CX and ops leaders' sanity-checking AI targets, resetting exec expectations, and shaping pricing and workforce plans for the next 12 months.

Voice

Transforming CX with Predictable AI and Workflow Automation – [Spotify](#)

Rebecca Miller (Pega) explains “predictable” AI tied to workflows and governance, with practical angles on bot design, guardrails, and when to hand off to humans.

Why listen: a handy playbook for contact center and operations teams building safe, measurable automations that plug into existing systems and KPIs.

Books

The Happiness Files – [Amazon](#)

Insights on Work and Life

Arthur C. Brooks compiles his The Atlantic essays on “How to Build a Life” into research-backed, readable chapters on managing yourself, career, money, and relationships, offering practical guidance on running your life like a startup and pursuing love, enjoyment, satisfaction, and meaning.

What media would you like to see more of? **Hit reply** and let us know. We'll give you a shoutout if we include it.

Continue the conversation

Resource Rodeo 🤠

Featuring NEW releases:

AI Pulse Survey: Why agentic AI is a revolution stuck in an evolution distills EY's third U.S. AI Pulse Survey of **500 SVP+ leaders** across **10 industries**. It gives executives clear benchmarks to set 2025–26 AI budgets, decide build vs. buy, and tighten data and responsible-AI guardrails – [Get it here](#)

Bridging the gap: how AI-powered contact centers can transform healthcare outcomes distills a CHIME–Talkdesk survey of 77 tech leaders at U.S. hospitals with 200+ beds. Healthcare contact center operational leaders will benefit most, using the benchmarks and AI playbooks to modernize service at scale – [Download](#)

Also spotted:

- The 2025 Global Benefits Trends Study – [Download](#)
- The Employee Experience for Impact guide – [Download](#)
- The Call Center Engagement Report 2025 – [Download](#)
- The UK Customer Satisfaction Index (UKCSI) – July 2025 – [Download](#)

Toro's Timetable 📅

August

18 – [Forrester CX Summit APAC](#) | Sydney & Digital

19 – [Customer Experience Live Show Asia](#) | Kuala Lumpur

27 – [Contact.IO Conference](#) | Denver, CO

The Tail End 🐮

New here? We do this every Thursday. Sharp signals, no filler.

If BPO Bullhorn helps you cut through the noise, forward it or [subscribe here](#).

See the full [Bullhorn 10](#) here.

Thanks for supporting the moo-vement!

See you next week 🏠🐮

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