



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, April 2, 2026

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Hello there

We've been tracking consistent signals since January, with cost pressure firming up and delivery realism becoming clearer. This week's [LinkedIn post](#) asks a simple question: which of these now feels settled in your world? Share your perspective and join the conversation.

This week:

- Capita Exits Private Sector Contact Center Operations
- TTEC Scales Cairo Delivery with 3,500 Hiring Plan
- Cape Town Eyes Higher-Value BPO Work

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials 

Industry News

→ **Capita Exits Private Sector Contact Center Business**

[Capita has agreed to sell](#) its private-sector contact center division to Inspirit Capital for £1, with up to £61.5 million in contingent payments tied to performance. The unit generated £398 million in revenue but was loss-making. The company is shifting its focus toward public-sector contracts and higher-margin, tech-enabled services.

→ **TTEC Expands Cairo Operations with Major Hiring Push**

TTEC has announced **[plans to expand its Cairo](#)** operations, adding 3,500 employees by 2029 under an agreement with Egypt's ITIDA to support growing global client demand. The site, which currently employs over 500 staff supporting 11 languages, will scale as part of the company's broader effort to strengthen its global delivery network and multilingual capabilities.

→ **Cape Town Targets Higher-Value BPO Positioning**

Cape Town officials are **[positioning the city beyond traditional call center services](#)** and competing with India in higher-value outsourcing. The strategy focuses on complex, knowledge-based work as global demand shifts toward specialised capabilities.

[Insights](#)

→ **Germany Expands Foreign Hiring to Address Labour Shortages**

German employers are increasing recruitment of foreign workers to address **[structural labour shortages](#)** driven by demographic decline. Officials and industry groups say persistent skills gaps are constraining growth and prompting policy changes to attract international talent.

→ **AI Reshaping Entry-Level Work, WEF Says**

The World Economic Forum says AI is reducing demand for routine entry-level tasks while increasing the need for higher-order skills. The shift is expected to **[reshape hiring pipelines](#)** and early-career roles across industries.

→ **GenAI Won't Replace Expertise, HBR Warns**

Harvard Business Review reports that while generative AI can accelerate task execution, it **[does not build deep expertise or judgment](#)**. The analysis warns

organizations against overestimating capability gains from AI without sustained investment in training and experience.

Media Field Guide

Video

Is AI Making Us Dumber? Maybe - [YouTube](#)

Charlie Gedeon explores how AI is changing how students think, learn, and make decisions, arguing that increased reliance on tools like ChatGPT can weaken critical thinking as education systems continue to reward outputs over understanding.

Why watch: examines how AI is shaping learning behavior and why critical thinking still needs to be actively developed.

Podcast

In the Know - [Spotify](#)

Leigh Hopwood, CEO of the Contact Centre Management Association (CCMA), discusses the thinking behind the organization's rebrand and its broader push to reposition the contact center industry as a strategic function. The episode explores how perception, talent attraction, and industry advocacy are shaping the sector's future.

Why listen: insight into how industry bodies are repositioning contact centers as strategic functions and what that means for talent and long-term growth.

Books

The Global Casino - [Amazon](#)

Ann Pettifor examines how global financial markets influence everyday costs, from food and energy to housing, explaining how large pools of capital operate with limited oversight and drive volatility in key sectors while linking financial systems to cost-of-living pressures and climate risk.

Why read: unpacks how financial markets shape real-world economic outcomes and what greater oversight could mean for stability and sustainability.

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:

Salesforce Seventh State of Service

Salesforce's latest survey of 6,500 service and field service professionals finds that 79% of organizations are increasing investment in AI as service operations evolve. The report highlights a shift toward AI agents, conversational and multimodal interactions, and agentic AI to improve efficiency, safety, and service delivery performance - [Download](#)

Also spotted:

- Deloitte 2026 Global Human Capital Trends - [Download](#)
- WEF Organizational Transformation in the Age of AI (White paper) - [Download](#)
- Deloitte State of AI in the Enterprise 2026 - [Download](#)
- CallMiner UK CX Landscape Report 2025 - [Download](#)

Toro's Timetable

April

12 - [Customer Contact East](#) | Fort Lauderdale, FL

21 - [Customer Service & Experience West 2026](#) | San Diego, CA

May

7 - [Customer Experience Summit](#) | Boston, MA

11 - [CCW UK](#) | London

18 - [Shared Services & Outsourcing Week Europe](#) | Estoril, Portugal

June

8 - [CX Summit EMEA](#) | Amsterdam

The Tail End

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Thanks for reading. See you next Thursday.

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