



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, September 03, 2026

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Hello there

This week:

- Fusion CX Picks Up Its 16th Company: This One Opens in Australia
- ibex Just Chose Cairo: It Wants 1,000 Employees by Next Summer
- Jamaica Built the Space for 60,000 BPO Workers: There Are 40,000 Left

This week we're also asking a question the industry keeps skirting. Executives point to the talent pool when asked why transformation stalls. A recent read suggests leadership indecision is the real constraint. We want your take; [vote in our LinkedIn poll this week](#), and we'll share the results here.

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ **Fusion CX Acquires VA Platinum, Enters Australian Market for First Time**

Fusion CX has acquired VA Platinum, an Australian offshore staffing company with approximately \$12 million in annual revenue and more than 700 employees across delivery centers in Cebu and Davao, marking the BPO provider's 16th acquisition and its first presence in Australia. VA Platinum serves more than 350 Australian small and mid-sized businesses with dedicated offshore teams in finance, accounting, mortgage, real estate, and legal. Brian Jones, VA Platinum's founder and CEO, will join Fusion CX. Company-announced.

→ **ibex Opens Cairo Delivery Center, Plans 1,000 Hires Within Nine Months**

ibex (NASDAQ: IBEX) is opening a service delivery center at City Stars in Nasr City, Cairo, with operations beginning in October 2026 and a plan to scale to 1,000 employees within the first nine months. The facility will serve clients in HealthTech, technology, and retail, hiring customer service representatives, team leaders, quality analysts, and managers. ibex CEO Bob Dechant cited Egypt's multilingual workforce and geographic location as factors in the decision. Company-announced.

Insights

→ **Quarter-Million Square Feet of BPO Office Space Sits Empty Across Jamaica**

Writing in the Jamaica Gleaner, senior business reporter Carolyn Guniss reports that more than 245,000 square feet of BPO-oriented office space sits vacant across Kingston and Montego Bay, with Jamaica Sotheby's International Realty CEO Julian Dixon describing inventory as higher than usual following sector contraction between 2024 and 2026. Global Services Association of Jamaica President Yoni Epstein separately confirmed employment in the sector fell to around 40,000 workers from roughly 60,000 at its peak. Warehousing, logistics, and small businesses are filling some of the space, but large open-floorplate offices built for outsourcing operators are taking longer to lease.

→ **Economist: Cheaper Technology Is Driving More Call Center Work, Not Less**

Writing for Fortune, reporter Sasha Rogelberg covers Apollo chief economist Torsten Slok's finding that call center employment in the Philippines rose every year from 2016 through 2025, nearly doubling to 2 million, while unemployment fell in both the Philippines and India over the same period. Slok attributes the trend to Jevons paradox: as work becomes cheaper and faster, companies purchase more of it rather than less. "The technology that was supposed to shrink the industry is fueling its expansion," Slok wrote.

Governance

→ **Kenya Adopts National BPO Policy with Labor Protections for Digital Workers**

Kenya has adopted a National BPO Policy whose labor chapter commits the government to extending protections to digital workers, establishing wage councils to raise minimum wages, and facilitating trade union access and collective bargaining. The Communication Workers Union of Kenya called the framework "a significant win" following direct government consultations, including a meeting with the Ministry of Labor Principal Secretary. Attention now turns to implementation, with unions pressing for regulations to make commitments enforceable. Union-perspective reporting.

Employee Engagement

→ **Workplace Exclusion Hurts Performance Even Among Highly Engaged Workers**

Writing for Fast Company, reporter Peter Saalfeld covers a study in Scientific Reports that surveyed nearly 500 service sector workers in India and found that workplace ostracism, being ignored or excluded by colleagues or supervisors, affects 71% of workers and hurts job performance regardless of how engaged an employee is. The data showed ostracism is equally damaging for highly engaged workers as it is for disengaged ones. The study authors write that companies should focus on eliminating exclusionary behavior directly, rather than layering more engagement programs on top of it.

Media Field Guide

Video

The Rise of the Post-Literate Society

DW News speaks with writer Rose Horowitz, author of the Atlantic essay "The End of Reading Is Here," and psychiatrist Anders Hansen, author of The Attention Fix, on the rapid decline of sustained reading and what they describe as the conditions producing a post-literate society. The conversation covers how technology exploits the brain's attention systems, the role social media plays in accelerating the shift, and what it means for learning and cognition when populations stop reading at depth. The episode closes by asking whether younger generations will reverse the trend or deepen it.

Why watch: The episode makes the case that declining attention and reading habits are not just cultural concerns but workforce ones, and that operations leaders may already be hiring around a gap they have not named yet.

Podcast

Why AI Could Lead to Comfortable Mediocrity

Simon Christie, Chief Commercial Officer at RSVP, came to contact center leadership via law school and professional actor training, joining RSVP as an agent before working through operational and commercial roles in outbound sales, client services, and business development across retail, FMCG, and e-commerce. In Episode 7 of In the Know, he examines whether widespread adoption of new tools in customer operations raises the ceiling on performance or simply raises the floor, producing teams that are adequately functional rather than genuinely capable. The episode draws on his operational experience to examine what responsible adoption looks like in practice.

Why listen: Christie makes the case that the bigger risk in operations is not failure but something harder to catch: performance that is good enough

that no one pushes for better.

Book

Superteams: The Science and Secrets of High-Performing Teams

Featured on the cover of Harvard Business Review and selected as a Next Big Idea Club Must Read, Superteams draws on award-winning social psychologist Ron Friedman's survey of thousands of teams to identify what separates the best from the rest. His findings challenge most standard assumptions: top-performing teams are not the ones that collaborate the most, get along best, or work the longest hours, but the ones that manage their energy and attention deliberately, hold each other to higher standards, and keep improving over time. Friedman grounds each principle in case studies from the writers' rooms of Succession and Bridgerton, Michelin-starred kitchens, Nobel Prize laboratories, and the locker rooms of NBA and NFL teams.

Why read: The book is most useful for the finding that the secret to better teamwork is often less of it, and that performance breaks down not from too little collaboration but from the wrong kind.

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 🤠

New FEATURED:

Workplace Wellbeing Report 2026 (Founder Reports)

Founder Reports surveyed 2,000 U.S.-based working adults on how often work affects their wellbeing, who they can be honest with about it, and what they do to hide the strain. Three in four workers concealed work-related distress

in the past year, only 10.8% told a manager or HR, and comfort confiding in a manager fell from 26.6% to 12.3% as stress levels rose. One in five workers is carrying weekly or daily distress with no formal support and no one internal to turn to. The full report includes regression analysis and demographic breakdowns by age, sex, seniority, and tenure. Free to download, no form required. Independent survey; methodology disclosed.

Also spotted:

- [AI Visibility Index Q3 2026 – Armasourcing](#)
- [A Practical Guide to Impact Sourcing](#)
- [2026 UK Contact Centre Outsourcing Report – CCMA](#)
- [State of Customer Experience 2026](#)
- [EY Human Signals: Agentic AI](#)

Toro's Timetable

September

9 – [Customer Connect Expo](#) | Atlanta, GA

23 – [Customer Experience Management Summit](#) | Vienna

30 – [Customer Experience Live](#) | Dubai

October

7 – [Customer Contact Week](#) | Nashville, TN

20 – [Customer Experience Live](#) | Madrid

November

18 – [Customer Experience Expo](#) | London

The Tail End

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

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