



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, September 4, 2025

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Hello there

Thanks for the steady engagement, support, and sharp thinking. Your hoofbeats keep this herd moving.

Reader's Echo: We asked where the next CX hiring spike will land. You answered – with LATAM and Africa emerging as the new India and the Philippines. Have your say and add your thoughts to the poll, with results released next week: [vote now](#).

This week:

- TELUS Corp to acquire TELUS Digital
- Alorica expands in Cairo
- Japan's LayerX raises \$101M to scale SAAS automation

Let's get moo-ving! 🐮📣

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Editorial Team

Bullseye: The Essentials 🎯

Industry News

→ TELUS to Acquire Full Ownership of TELUS Digital for US\$539M

TELUS Corporation will acquire the remaining shares of TELUS International

(TELUS Digital) for US\$4.50 per share (approximately US\$539 million), reversing its 2021 spin-off. Shareholders can choose cash or TELUS stock, with the stock portion capped. The deal values the business at approximately US\$1.3 billion and requires approval from independent shareholders. CEO Darren Entwistle says full ownership will speed AI and SaaS work and support faster global growth.

→ Alorica Scales Cairo 450% to Power EMEA CX

Alorica is expanding its Cairo operations, ramping headcount roughly fivefold to about 1,500 by the end of 2025 to meet new client demand across travel, retail, healthcare, and tech. The expansion adds two new floors at the Cairo West site in Sheikh Zayed City, along with upgraded employee amenities. Partnerships with ITIDA and leading universities will power multilingual, omnichannel delivery for U.S. and European brands.

→ LayerX raises \$101M to scale AI back-office automation in Japan

Japanese startup LayerX raised ¥15 billion (about \$101 million) in Series B funding to grow its AI SaaS that automates enterprise back-office work. The round will help scale its Bakuraku suites and AI Workforce for finance, tax, procurement, and HR automation. LayerX reports 15,000+ customers and plans to ramp hiring and AI-agent initiatives. An editorial observation is that if suites like Bakuraku mature, enterprises may in-source routine ops with AI, shrinking the addressable pie for BPO providers.

Employee Engagement

→ Neurodiversity at Work: Focus on Strengths

An **Acumen article by Dr Sarah Babb** says that about one in five employees is neurodivergent. Companies should shift from fixing people to using their strengths across autism, ADHD, and dyslexia. Simple changes such as quiet areas, better lighting, noise-cancelling headphones, and voice tools can lift

performance and retention. Start with awareness, train managers and HR, and build neuroinclusion into hiring and daily culture.

→ **Gen Z ditches WFH for social interaction in the office**

[The HR Digest reports](#) that more Gen Z workers want time in the office for connection, mentoring, and on-the-job learning. A Bupa survey of 8,000 workers found that 38% of Gen Z feel socially isolated because of working from home. Companies that add in-person days, buddy systems, and regular manager check-ins are more likely to keep this group engaged.

Media Field Guide

Video

Lead Across Generations: Adapt How You Communicate — [YouTube](#)

Mitch, a leadership coach and client development executive, explains how Gen Z, Millennials, Gen X, and Boomers differ in values and work style, and gives simple ways to tailor your message, feedback, and recognition.

Why watch: a clear framework to reduce friction, boost mentoring, and grow the next wave of leaders, useful for managers, creators, and anyone building mixed-age teams.

Podcast

CX Files — [Spotify](#)

On CX Files, Cheryl Paarwater (Managing Director, Call Lab BPO) talks with Peter Ryan about how South Africa's CX/BPO sector creates upward mobility and tax-paying jobs, and what's really at stake as AI nudges entry-level roles.

Why listen: A grounded South African case study on CX as an engine for jobs and dignity, plus a clear-eyed view of where automation helps, where humans matter, and the ripple effects of getting that balance wrong.

Books

The Art of Communication: Building Stronger Connections and Relationships — [Amazon](#)

Become a clearer, more confident communicator at work and at home.

Dr. J. K. Evans lays out practical tools to listen actively, speak with clarity, and build trust. You'll learn how to handle tough conversations, resolve conflict, and persuade ethically; sharpen public speaking and presentation skills; and use emotional intelligence to connect across teams, clients, and personal relationships.

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:

DSMN8's World's Biggest Employee Advocacy Study turns insights from 500,000+ employee LinkedIn posts into a practical playbook: what to post, how to caption it, when to share, and how network size and region shape results – [Get it here](#)

Also spotted:

- CIPD Good Work Index 2025 – [Download](#)
- Five9 Business Leaders CX Report (2025) – [Download](#)
- Rethinking the Rules: New Models for Procuring BPO and GBS Services – [Download](#)
- Talkdesk Contact Center KPI Benchmarking Report – [Download](#)

Toro's Timetable

September

8 – [Contact Centre & Customer Services Summit](#) | Manchester

10 – [Engage](#) | Dallas, TX

16 – [Customer Success Festival](#) | San Francisco, CA

October

6 – [Customer Contact Week Europe](#) | Amsterdam

9 – [Nexus 25](#) | Miami, FL

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

27 – [ICMI Contact Center Expo 2025](#) | Orlando, FL

November

3 – [BPesa GBS](#) | Durban

6 – [CX Africa Week](#) | Lagos

19 – [Contact Center Expo](#) | London

The Tail End

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

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Thanks for supporting the moo-vement!

See you next week  

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

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