



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, June 4, 2026

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Hello there

Three moves defined the industry this week:

- Britain's Tax Authority Bets Big on Contact Center Overhaul
- Philippines BPO Lifts Revenue and Headcount Goals
- Horatio Plants Its Flag in Honduras

Before you dive in: Is AI in customer service **actually cheaper** than offshoring? The business case has been built on cost savings, but when you factor in infrastructure, governance, and the operational overhead of running it at scale, the numbers look different. We put the question to our LinkedIn community this week. [Join the conversation here.](#)

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials 

[Industry News](#)

→ **[HMRC Picks Capgemini, NiCE, and Route 101 for Contact Center Overhaul](#)**

HM Revenue and Customs has awarded a multi-year contact center transformation to Capgemini, NiCE, and Route 101, consolidating legacy systems onto a single cloud platform that handles enquiries for every taxpayer in the UK. The contract includes a UK sovereign cloud deployment and tools designed to help advisers resolve queries faster.

→ **[BPO Industry Targets Up for Review Due to Rapid Technological Change](#)**

The IT and Business Process Association of the Philippines is on track to meet baseline projections of 1.9 million employees and \$40 billion in revenue, but is now refreshing its roadmap. IBPAP CEO Jonathan Madrid set revised targets of 2.5 million staff and \$59 billion in revenue by 2028.

→ **[Horatio Expands to Honduras](#)**

Nearshore CX provider Horatio is opening a new hub in San Pedro Sula, Honduras, with capacity for approximately 500 seats, adding to existing operations in the Dominican Republic and Colombia.

[Insights](#)

→ **[Eastern Europe's Next Export Is Operating Intelligence](#)**

Andrew Wrobel argues that Central and Eastern Europe's GBS sector has outgrown its pitch of cost, talent, and geography. Poland alone has more than 2,000 business service centers, almost half a million employees, and \$43 billion in exports, and Wrobel argues that the region should stop selling what it does and start selling what it sees.

→ **[From BPO to Robo-BPO: Why Robotics Labs May Need Indian Homes, Factories](#)**

India built its services industry on IT outsourcing, then knowledge processing, then Global Capability Centers. A new category is emerging: the collection and preparation of real-world data to train physical AI systems and robots. Industry executives speaking to Business Standard see a significant opportunity, though opinions differ on whether India captures the high-value work or ends up with low-margin data cleaning as robotics companies shift toward synthetic data.

Governance

→ **Using Brown Questions Government's Plans for BPO Sector Under Threat from AI**

Jamaican MP Christopher Brown challenged the government in parliament this week, questioning what has followed three years of consultation on AI's impact on the BPO sector. A task force in 2023, recommendations in 2025, a UNESCO assessment in April 2026, and still no enacted policy.

Employee Engagement

→ **Why Workplace Change Fails According to Neuroscience**

A 2025 Gartner survey found that just 32% of business leaders reported their last change initiative was successfully adopted by employees. Writing for HRZone, Jacqueline Towers draws on neuroscience research to identify five reasons why change fails at the individual level.

Media Field Guide

Video

Outsourcing Jobs In India and the Philippines Are Changing - [YouTube](#)

A documentary that goes inside the BPO sector in India and the Philippines as both industries navigate automation, shifting client demands, and questions about the long-term future of work.

Why watch: 1.4 million views and counting. Not analysts talking about BPO workers, managers, and operators living it. 45 minutes that put a human face on everything else in this week's edition.

Podcast

The 2026 Hype Cycle for Agentic AI: What Leaders Need to Know - [Spotify](#)

Gartner Distinguished VP Analyst Rajesh Kandaswamy breaks down where agentic AI actually sits on the 2026 Hype Cycle: peak hype, early adoption,

real barriers. The conversation covers governance, integration, clean data requirements, and how to spot "agent washing" before it costs you.

Why listen: a practical framework for separating agentic AI signal from noise.

Book

The Future of Work Is Grey: The Untapped Value of Age in the Workforce- **Amazon**

Pontefract argues that organizations are sitting on an untapped asset in their older workers while continuing to build workforce strategies that treat age as a liability. His case: ignoring demographic shifts has created "age debt," and the leaders who recognize the experience dividend will be better positioned than those who don't.

Why read: When the industry conversation is dominated by what technology will replace, Pontefract asks what experienced people still offer that nothing else can.

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 🤠

Featured NEW release:

The State of Customer Experience 2026

A survey of 5,000 US consumers finds that 51% say businesses fall short when they need help, up from 46% last year, and 61% still prefer speaking to a human agent over automated alternatives. The report maps where the gap between customer expectations and delivery is widening — and what it takes

to close it - [Download](#)

Also spotted:

- Conversational CX Maturity Report - [Download](#)
- The 2026 Delight AI Index - [Download](#)
- The state of AI in CX: From assistive to agentic - [Download](#)
- State of Global Workplace - [Download](#)
- 2026 Global Human Capital Trends - [Download](#)

Toro's Timetable

June

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

16 - [CX Asia Week](#) | Amara Sentosa, Singapore

22 - [CCW Las Vegas](#) | Las Vegas, NV

July

7 - [CX Live Show UK 2026](#) | Manchester

13 - [Customer Contact Mind Xchange](#) | Orlando, FL

28 - [Contact Center Show Asia](#) | Kuala Lumpur

August

18 - [CEM Africa Summit](#) | Cape Town

25 - [CX Summit APAC](#) | Sydney

The Tail End

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