



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, April 23, 2026

Have you been forwarded this email? [Sign up here](#)

Hello there

Last week, we asked: Who is best positioned to own the next wave of capability?

The result was split. Internal GCC builds, vendor expansion, and hybrid models each took 33%.

No clear winner. Just a clear shift.

Ownership is being redefined across the model.

This week

- Meta exit triggers 1,100 job cuts at Sama Kenya operations
- Egypt expands push to become nearshore outsourcing hub
- Fiji sees rising demand for outsourcing services

Let's get moo-ving! 🐮📣

[Invite a friend to join BPO Bullhorn](#)



[BPO Bullhorn](#)

Editorial Team

Bullseye: The Essentials 

Industry News

→ Meta Pullout Triggers Layoffs at Sama Kenya Operations

Samasource Impact Sourcing Inc issued [redundancy notices to 1,108 employees](#) at its Nairobi delivery center after Meta terminated a major AI data annotation and content moderation contract. Sama Country Lead Annepeace Alwala said the company attempted to save the engagement but was unsuccessful, with the contract ending later this month. The layoffs mark one of the largest redundancies in Kenya's AI outsourcing sector and come two months after the country's four largest BPO operators formed a lobby to position Kenya as a leading outsourced services hub.

→ Egypt Targets Growth in Nearshore IT and Outsourcing Services

Egypt is positioning itself as a [nearshore outsourcing destination](#) as global demand shifts toward cost-effective and regionally aligned delivery models. Government-backed initiatives are focused on expanding digital infrastructure and building talent capacity to attract international clients. The strategy aims to strengthen Egypt's role in IT and business services exports.

→ Fiji Reports Growth in Outsourcing Sector Demand

[Fiji's outsourcing sector is expanding](#) as regional demand for customer support and back-office services increases. Industry representatives said growth is being supported by digital adoption and service delivery capabilities. The sector continues to position Fiji as a regional outsourcing destination.

Insights

→ Companies Increase Use of Payroll Outsourcing Across Europe

Companies in Romania and across Europe are [increasing the outsourcing of payroll and administrative functions](#) to manage compliance and operational complexity. The trend reflects growing demand for external support in handling multi-country regulations and reporting requirements. The shift is being driven by cost control and administrative efficiency needs.

→ **Ascentium Launches Corporate Services Platform in Vietnam**

Ascentium launched a large-scale corporate services platform in Vietnam following its [acquisition by Dezan Shira & Associates](#). The platform combines accounting, payroll, and compliance services for international companies operating in the region. The move expands Vietnam's role in supporting cross-border business operations.

Technology

→ **AI Productivity Gains Offset by Higher Error Rates in Workplace**

A report cited by The Guardian found that AI tools can increase productivity but also [introduce more errors in workplace outputs](#). The findings show that employees are spending additional time reviewing and correcting AI-generated work. The results highlight trade-offs between speed gains and output accuracy in AI-assisted tasks.

Governance

→ **Philippines Prioritizes High-Value BPO Jobs in Sector Strategy**

The Philippine government said it is [prioritizing higher-value roles in BPO, technology, and finance](#) as part of its economic strategy. Officials stated the shift is intended to strengthen competitiveness and move the sector beyond voice-based services. The approach focuses on developing skills aligned to more complex and higher-paying roles.

Media Field Guide

Video

Australia's First AI Jobs Map Reveals Career Risk by Role - [YouTube](#)

The Morning Show reports the launch of Australia's first AI Jobs Map, which rates roles on a scale from one to nine based on risk of AI displacement. The tool shows higher exposure for clerical and programming roles, while trades and healthcare roles rank lower, and includes guidance on upskilling options.

Why watch: view of how AI risk varies by role and what that means for workforce planning and skills development.

Podcast

CX Files - [Spotify](#)

Sarah Leff explains why the Eastern Cape is emerging as an alternative CX delivery location, with lower attrition, strong graduate talent, and more stable operating costs. The discussion highlights how a people-focused model and long-term career mindset are improving employee engagement and performance in the region.

Why listen: perspective on how new delivery locations are competing on talent quality and retention, not just cost.

Books

The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever - [Amazon](#)

Michael Bungay Stanier explains how leaders can use simple coaching questions to improve conversations, build stronger relationships, and support better performance. The book focuses on staying curious, asking less, and helping others think through problems rather than giving answers.

Why read: framework for how better questions and simple coaching habits can improve leadership and team performance.

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:

2026 Global Human Capital Trends

A Deloitte study of 9,000+ business and HR leaders across 80+ countries finds 7 in 10 organizations now prioritize speed and adaptability as core to their strategy as AI adoption increases. The report shows many companies are not redesigning work for AI, limiting performance gains and reducing the value of technology investments - [Download](#)

Also spotted:

- 2026 CX Shift Study: Expectations in the AI Era - [Download](#)
- The 2026 UK Contact Centre Decision-Makers' Guide - [Download](#)
- Salesforce Seventh State of Service - [Download](#)
- Deloitte 2026 Global Human Capital Trends - [Download](#)

Toro's Timetable

April

27 - [OWS26](#) | Chicago, IL

May

3 - [Coverge Africa](#) | Cape Town, SA

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

New here? [Subscribe](#) or [browse past editions](#).

Thanks for reading. See you next Thursday.

Enjoying our newsletter? Follow us on social for more



Maistro UK Limited

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

[Privacy Policy](#)

You are receiving this email
because you subscribed to our
newsletter.

[Unsubscribe](#)