BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, October 15, 2026

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Top stories

- PwC Moldova Calls for Higher-Value Services as BPO Exports Hit €311 Million
- GSAJ Targets $1 Billion in BPO Revenue as Jamaica Employment Falls from 60,000 Peak
- TP Opens 29th Philippines Site in Pasay, Creating 1,000 Jobs in Its 30th Year of Operations

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Bullseye: The Essentials 🎯

Industry News

→ **Moldova's BPO Exports Rise 25% to €311 Million in 2025**

Moldova's BPO sector exported €311 million in services in 2025, up 25% from

2024 and four times its 2015 level, after joining the country's IT Park flat-tax regime in 2024. Alexander Gozun, Director of PwC Moldova and President of AmCham Moldova, said the sector has proven its place in the park but is running out of room to grow with basic-level processes. Gozun said Moldova needs to move toward more complex, higher-value services to stay ahead of rivals in the Balkans and Central Asia. Independently reported.

→ **Jamaica BPO Leaders Bullish Despite Decline in Employment Numbers**

Global Services Association of Jamaica President Yoni Epstein told the GSAJ quarterly members meeting in Montego Bay that the sector earned US$780 million in 2025, ahead of bauxite and alumina exports, while employment has dropped from 60,000 to between 40,000 and 50,000. Epstein said high electricity costs and operational inefficiencies, not technology, drove the job losses. Port Authority of Jamaica Vice-President of BPO and Logistics Gloria Henry outlined a "Triple A Strategy" combining industry knowledge with technology tools to cut absenteeism and attrition. Independently reported.

→ **TP Invests in New Pasay Site, Creating 1,000+ Jobs**

TP opened its 29th Philippines site at Four E-Com Center in the SM Mall of Asia complex in Pasay City, creating more than 1,000 jobs and marking the company's 30th year in the country. The Philippine IT-BPM industry generated $40.3 billion in revenue and employed 1.89 million people in 2025, according to the Information Technology and Business Process Association of the Philippines. HSBC Global Investment Research analysis cited in the announcement found no technology-driven contraction in Philippine outsourcing, with exports and employment continuing to grow. Company-announced.

→ **iCXperience Names Iain Banks to Drive Enterprise Growth**

iCXperience appointed Iain Banks as Director of Global Enterprise and to the management board of Isher Capital's outsourcing portfolio, which reported UK revenue of £88.3 million across iCXperience and adhki.ai. Banks previously served as CEO of Ventrica, where he led four acquisitions, and held senior roles at Genesys and TTEC across the UK and EMEA. Isher Capital Group CEO Reuben Singh said the portfolio operates 11 UK contact centers plus sites in

South Africa and India, serving more than 20,000 UK clients. Company-announced.

Employee Engagement

→ **Who Gets Recognised at Work, and What Does It Say About Organisational Culture?**

A People Matters and Vantage Circle leadership roundtable at the Kochi Marriott Hotel brought together senior HR leaders to examine how organizations decide who gets recognized and for what. Vantage Circle Chief Revenue Officer Pallav Popli led the session, which covered the difference between recognizing results and recognizing the behaviors behind them, and whether consistent performers get as much visibility as top performers. Participants discussed how data tools can surface contributions from less-visible roles, and agreed that human judgment remains key to whether recognition lands as meaningful. Independently reported.

Media Field Guide 📝

Video

How AI Became More Expensive Than The Workers It Replaced

Since 2022, widespread enterprise adoption of automation has driven mass layoffs across industries. But token-based pricing, rising compute costs, and data center constraints have more than doubled costs since 2025. Companies including Meta and Microsoft are reporting significant budget strain as automation expenses approach or exceed labor costs in some roles.

Why watch: The cost equation your clients used to justify automation is changing.

Podcast

The Road to Outcome-Based BPO Pricing

Scale Edge Group founder Victor Manzanera walks through why traditional FTE and hourly contracts often reward activity rather than results, and how buyers and suppliers can transition toward contracts that connect commercial terms to actual business outcomes. The discussion covers gain-sharing agreements, KPI redesign, and why headcount-based models can slow the adoption of more efficient delivery approaches. Evolution over revolution is the argument: practical steps that do not require renegotiating an entire contract.

Why listen: The real shift is not about how BPOs get paid. It is about how buyers and suppliers decide what success looks like.

Book

Own or Be Owned

Sanchez, who built a nine-figure holding company across service businesses, makes the case that most operators are trapped by their own indispensability. The Owner Score, a 12-dimension diagnostic covering everything from pricing to hiring, helps operators pinpoint exactly where the business still runs on a person rather than a process. Pairs well with this week's theme: moving to outcome-based performance requires systems that work without you in the room.

Why read: Sanchez hands over the private equity playbook most operators never see. Heroics do not scale. Systems do.

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 FEATURE:

PwC Global Business Services Index 2026

PwC's index scores 438 companies across eight sectors, finding industry performance at 122, a four-point improvement over the prior year, with growth led by digital and education, built environment, testing and certification, and legal services. The report finds BPO firms are moving beyond cost-cutting, with technology now showing up in agent-assist tools, back-office operations, and customer experience delivery.

Also spotted:

- **2026 State of International Voice for the Contact Center**
- **A Practical Guide to AI Governance in Contact Centers**
- **Talent Insights Report Q3 2026 (Jobtrain)**
- **AI Visibility Index Q3 2026 - Armasourcing**
- **A Practical Guide to Impact Sourcing**

Toro's Timetable 📆

October

20 - **Customer Experience Live** | Madrid

26 - **ICMI Contact Center Expo** | Orlando, FL

November

7 - **CCW Europe Summit** | Amsterdam

10 - **BPESA BPO Conference** | Cape Town

18 - **Contact Centre and Customer Experience Expo** | London

December

7 - **GITEX Global** | Dubai

The Tail End 🐃

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Maistro UK Limited

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

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