



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, April 30, 2026

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

Hello there

This week

- Nokia Selects Egypt as MEA Support Hub
- Philippines BPO Model Under Pressure from Automation
- Skills Gap Linked to Leadership, Not Talent

PLUS, next week, a new Heard piece will break down the signals coming out of emerging markets.

Let's get moo-ving! 📣🐮

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



[BPO Bullhorn](#)

Editorial Team

Bullseye: The Essentials

Industry News

→ **Egypt Strengthens Position as Regional Delivery Hub**

[Nokia selected Egypt](#) as its regional support hub for the Middle East and Africa, centralizing customer support and service delivery across Global

Services, Network Infrastructure, and Mobile Infrastructure. The facility will handle customer support and service operations for the region. The move expands Egypt's role as a delivery location for multinational operations.

Insights

→ The Philippines BPO Model Faces a Bigger Test

The Philippines' growth **model, driven by remittances and business process outsourcing**, is facing increasing strain, according to Oxford Economics' subsidiary, Alpine Macro. Chief Emerging Markets Strategist Yan Wang warns that weak manufacturing, low productivity, and restrictive foreign investment policies could lock the nation into a low-productivity equilibrium. The BPO industry contributes over 8% of GDP and 65% of service exports, but its heavy concentration in contact centers leaves it exposed as automation advances.

→ Decision-Making Gap Emerges as the Real Skills Constraint

An analysis from Emerging Europe by Andrew Wrobel argues the current skills **gap is driven by leadership decisions rather than talent shortages**, with executives not adapting quickly enough to new business models and technology shifts. The article states that leadership capability is becoming a constraint on growth and transformation. The analysis challenges conventional narratives that blame worker skills for transformation failures.

→ Long-Term Planning Starts to Break Down

Harvard Business Review reports that **rapid technology development is reducing leaders' ability** to predict short-term outcomes and plan with confidence, according to UC Berkeley Haas professor Toby E. Stuart. The analysis explains that uncertainty is affecting decisions on hiring, investment, and long-term strategy. Leaders are shifting toward more flexible and short-term approaches as visibility declines.

Leadership

→ Foundever Appoints APAC COO to Strengthen Regional Delivery

Foundever appointed Eppie Titong III as Chief Operating Officer for Asia Pacific to lead delivery performance and operational consistency across the

region. Titong brings over 20 years of experience managing large-scale, multi-country BPO operations. The appointment supports Foundever's focus on scaling delivery across APAC markets.

Governance

→ **Wage Pressure Builds in BPO Workforce**

The BPO Industry Employees Network asked the Department of Labor and Employment to **raise Metro Manila's daily minimum wage** from ₱695 to ₱1,200, representing a 73% increase. BIEN argues that current wages have not kept pace with rising living costs and inflation, affecting the region's 1.3 million BPO workers. The demand reflects ongoing pressure on compensation in the Philippines, the world's second-largest BPO market.

Media Field Guide

Video

Your Brain Wasn't Built to Hold This Much Information - [YouTube](#)

Richard Cytowic explains that attention is a limited resource, and modern digital environments are designed to consume it. He argues that constant information overload is affecting focus and how people process work and decisions.

Why watch: view how attention limits affect performance and decision-making in high-information environments

Podcast

In the Know: Phil Telfer on Growth, Delivery, and BPO Strategy - [Spotify](#)

Phil Telfer shares insights from leading global outsourcing teams across ResQ, Capita, and Concentrix. He discusses how delivery models and client expectations are changing as technology and scale reshape the sector.

Why listen: perspective on how experienced leaders are adapting delivery and growth strategies in BPO.

Books

Everyone Loves Great CX: Your Customer Experience Playbook - [Amazon](#)

Steve Towers outlines a practical approach to embedding customer experience into daily operations, focusing on systems, behavior, and measurable outcomes. The book shows how organizations can move from strategy to execution using structured methods and short delivery cycles.

Why read: view on how to turn CX strategy into operational performance across teams and systems.

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:

State of Global Workplace

A study of employees across 160+ countries finds that global engagement has fallen to 20%, with most workers not engaged, resulting in an estimated \$10 trillion in lost productivity. The report also shows only 34% of employees are thriving, while a majority are struggling, and job market confidence remains mixed across regions - [Download](#)

Also spotted:

- 2026 Global Human Capital Trends - [Download](#)
- 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](#)

Toro's Timetable

May

3 - [Coverage 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](#)