



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, February 12, 2026

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Hello there

Everyone loves a new operating model... until Monday.

Global delivery is shifting in real time, with broader footprints, more automation, tighter governance, and more moving parts. When delivery models change, does the work get harder?

[Join the conversation](#) and tell us what you're seeing. While you're there, **vote in this week's poll** on what now counts as standard practice in global delivery. We'll publish the full results on 19 Feb.

This week:

- Indian BPO Stocks Slide as New AI Tools Trigger Automation Fears
- KPMG Australia Offshores 200 EA Roles in Major Cost Reset
- Paragon Buys Parseq to Scale Global Payments and BPO Reach

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials

Industry News

→ **AI Disruption Fears Send Indian BPO Stocks Plunging Up to 10%**

Indian BPO stocks fell sharply on February 4 after Anthropic launched AI tools that automate legal work, data analysis, and compliance tasks. eClerx Services dropped 10 percent, Info Edge fell 7 percent, and Firstsource Solutions declined 2 percent. Morgan Stanley analysts said the new AI capabilities heighten competition for professional services firms that previously relied on human labor.

→ **KPMG Australia Offshores 200 EA Roles in Cost-Cutting Drive**

KPMG Australia will shift 200 of its 260 executive assistant positions to the Philippines in a phased approach between April and June. The firm will keep roughly 65 EA roles in Australia, mainly supporting state chairs and national managing partners. KPMG reported revenue of \$2.3 billion in the year to June 2025, slightly lower than the previous year, while partner compensation grew 10.3 percent.

→ **Paragon Acquires UK BPO Parseq, Expanding Global Payment Processing Footprint**

Paragon has acquired Parseq Limited, a South Yorkshire firm that processes over £36 billion, or roughly \$45 billion, in payments and digitizes 70 million documents annually for 75 international clients. The acquisition brings 354 employees across the UK, Bulgaria, and India into Paragon's operations. Parseq serves UK banks, utility providers, local authorities, and telecoms operators with document, finance, and payment processing services.

Insights

→ **How GBS is Moving Beyond Labor Arbitrage to Strategic Value Creation**

Sixty percent of organizations now **operate within or are transitioning to global business services models**, according to an EY survey by the Shared Services and Outsourcing Network. Companies using advanced lifecycle segmentation reduce churn by 20 to 30 percent compared to organizations

using broadcast marketing approaches. EY's Dorian Redding said GBS organizations are moving from cost centers to profit centers by leveraging AI, automation, and data analytics to deliver business insights beyond traditional back-office functions.

Technology

→ How GBS Contact Centers Should Prepare for AI Callers: TTEC Perspective

A US bank completed a debt negotiation with an AI agent before realizing the caller was not human, [exposing gaps in contact center authentication systems](#). TTEC Digital's Wayne Kay said organizations must move from knowledge-based questions to token-based authentication protocols to handle AI callers. At a recent CCMA Tech Summit, most CX leaders said they would assume fraud and hang up if they suspected an AI caller, despite legitimate AI services like Google's shopping assistant and OpenAI's Operator acting on behalf of real customers.

Media Field Guide

Video

Financial Times: The CEO Crisis - [YouTube](#)

The Financial Times looks at why the CEO role has become more exposed and high-pressure, as constant disruption and scrutiny push more leaders toward burnout. It explores how resilience, self-awareness, and strong support networks help executives cope and stay effective.

Why watch: a clear, practical take on the human side of leadership and what it takes to survive at the top today.

Podcast

Get out of Wrap - [Spotify](#)

Kathryn Simmons Porter examines the "Trust Paradox" in contact centers, where rapid AI adoption creates emotional strain on teams. She explains AI grief, why transparency matters during automation, and why people

readiness determines whether AI transformation succeeds or creates disengagement. Relevant for BPO providers and GBS contact center leaders managing workforce through technology change.

Why listen: a grounded perspective on the human side of AI transformation and what leaders must get right to avoid disengagement and burnout.

Books

Act Like an Owner - [Amazon](#)

Greg Hawks introduces the Owner, Renter, and Vandal mindsets to show how everyday attitudes shape culture, accountability, and performance. Through five practical “Unlocks,” he lays out a clear framework for building workplaces where people take responsibility and contribute beyond the bare minimum.

Why read: a straightforward, actionable guide for leaders who want stronger engagement, shared ownership, and results that come from culture, not control.

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:

Peopleware's State of WFM Report 2026

The latest benchmark report draws on data from workforce management professionals across industries. It highlights how teams are balancing efficiency with flexibility and where AI adoption in planning and scheduling lags behind expectations - [Download](#)

Also spotted:

- EY Union Budget 2026-27 Highlights - [Download](#)
- Industry Report: State of AI in the Enterprise - [Download](#)
- The Capability Mindset: Turning Business Transformation into a Repeatable Discipline - [Download](#)

Toro's Timetable

February

23 - [Customer Contact Week Berlin](#) | Berlin

March

4 - [CX Alliance Workshop](#) | London

10 - [Enterprise Connect](#) | Las Vegas, NV

18 - [CCW Digital](#) | Sydney, AU

25 - [4th BPO Confex & Awards 2026](#) | Bengaluru, India

The Tail End

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Thanks for reading. See you next Thursday.

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