



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, June 11, 2026

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Hello there

Moves defined the industry this week:

- Uganda Breaks Into the Global Outsourcing Top 25
- SinglePoint Raises Its Caribbean Stake to \$5.1 Million
- Zoom Goes Local in Saudi Arabia

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials

Industry News

→ [Uganda Ranked 24th in the 2026 Global Outsourcing Talent Index](#)

Uganda placed 24th out of 193 countries in the 2026 Global Outsourcing Talent Index, published by staffing firm Ataraxis, ranking 12th globally on labor-cost competitiveness, second in East Africa behind Kenya, and one of

seven African countries in the global top 25. The result was announced by Uganda's Ministry of ICT and National Guidance on June 8.

→ **SinglePoint Raises Trinidad and Tobago Investment to \$5.1 Million**

Canadian BPO provider SinglePoint Group International has raised its total Trinidad and Tobago investment to \$5.1 million, bringing its local workforce to 86 employees and targeting 150 by the end of 2026. The company relocated from the Dominican Republic in 2025, citing the country's English-speaking workforce and proximity to North American clients.

→ **Zoom Opens Second Saudi Data Center**

Zoom launched its second data center in Saudi Arabia, offering unified communications and contact center services hosted locally to meet data residency requirements, building on a \$75 million investment in the Kingdom and a first facility established with Aramco in 2023.

Insights

→ **OFW Money, BPO Dollars Mask a Deeper Problem, BSP Study Warns**

The Bangko Sentral ng Pilipinas has published a 402-page study arguing that overseas remittances and BPO revenues are financing the Philippines' structural trade deficit rather than fixing it. The study projects approximately 300,000 BPO jobs lost to automation between 2024 and 2029, notes the country dropped from 7th to 12th on the Global Services Location Index between 2017 and 2023, and attributes the underlying problem to manufacturing decline, with the Philippines now holding the lowest manufacturing-to-GDP ratio among its major ASEAN peers.

→ **Bangladesh's BPO Industry Faces the AI Test**

Bangladesh's BPO sector is pursuing what industry participants describe as AI-enabled workforce scaling rather than workforce replacement, with local firms adopting tools to augment agents rather than eliminate them as billing models shift from headcount to outcomes. The primary named source is the CEO of Vivasoft, a local contact center software provider.

Governance

→ ['Mass Job Cuts': BPO Workers Seek DOLE Probe into TTEC Layoffs](#)

The BPO Industry Employees Network has written to the Philippines' Department of Labor and Employment, calling for an investigation into layoffs at TTEC's Verizon account operations across Iloilo, Cebu, and Novaliches, citing more than 200 workers' testimonies and estimating that at least 1,500 employees have been affected. The group alleges illegal dismissal, coercive resignation practices, and manipulation of performance metrics; more than 60 workers in Iloilo have separately filed an illegal dismissal complaint with the National Labor Relations Commission.

[Customer Experience](#)

→ [Who Owns the Customer Truth in an AI-Driven Contact Center?](#)

Customer interaction data is split across CCaaS platforms, CRMs, and data layers. While human agents compensate by piecing together context during an interaction, AI systems are far less forgiving of incomplete records. Writing for No Jitter, Nathan Eddy speaks to IDC Research Director Oru Mohiuddin and practitioners from Quantum Metric and Regal about the consequences of fragmented data for AI decision-making. The risk they name: not failed interactions, but confidently incorrect ones.

Media Field Guide

[Video](#)

How Will AI Impact the Jobs Market? - [YouTube](#)

BBC Question Time dedicated a full episode to AI and jobs, with Mo Gawdat, Synthesia CEO Victor Riparbelli, and Tony Blair Institute AI director Laura Gilbert debating whether AI displaces workers at scale or whether the bigger risk is governments and businesses moving too slowly.

Why watch: An AI pioneer who warns about the risks, a founder building the automation tools, and a government policy strategist, in the same room.

[Podcast](#)

Speed without alignment creates experience debt - [Spotify](#)

Adrian Swinscoe speaks with Jamie Homen, Chief Customer Officer at Mural, on why speed without alignment creates experience debt, how customer interaction data should drive product and roadmap decisions, and why fixing the alignment gap is a market design problem rather than a cultural one.

Why listen: The experience debt framing is a useful counterweight to the move-fast narrative.

Book

Experience is Everything - [Amazon](#)

USA Today bestseller from CX strategist Jeannie Walters, built around mindset, strategy, and consistent action, with practical tools for journey mapping, cross-functional alignment, and connecting CX goals to business outcomes.

Why read: For BPO leaders delivering experience on behalf of other brands, the framework for building CX alignment across teams is where this earns its place on the shelf.

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:

2026 Global Employee Experience Trends

A survey of 33,831 employees across 22 countries finds the workforce splitting into distinct groups responding differently to the same pressures, new hires arriving engaged but leaving jaded, long-tenured employees paralyzed by

change, and a cohort thriving under conditions that should exhaust them. The report covers where Shadow AI is creating hidden risks and why frontline employee experience directly shapes customer satisfaction - [Download](#)

Also spotted:

- The State of Customer Experience 2026 - [Download](#)
- 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](#)

Toro's Timetable

June

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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