



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, August 27, 2026

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Hello there

This week:

- Egypt's Offshoring Sector Is \$5.2 Billion and Still Growing
- Uzbekistan Just Opened a Sales Office in Los Angeles
- US Services Hits a Four-Year High. So Does Services Hiring.

GCCs are multiplying. By 2030, what's left for vendors to own?

We're taking that question to LinkedIn this week. [Join the conversation](#)

Let's get moo-ving! 🐮📣

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Editorial Team

Bullseye: The Essentials

Industry News

→ [Egypt's Offshoring Sector Reaches \\$5.2 Billion as Teleperformance, Concentrix and Sutherland Expand](#)

Egypt generated \$5.2 billion in offshoring services exports in 2025, with 252

companies operating across 282 global delivery centers employing more than 195,000 specialists. Teleperformance, Concentrix, Vodafone Intelligent Solutions, and Sutherland together employ nearly 15,000 people in Alexandria, with Teleperformance planning 18,000 additional jobs over the next three years and Concentrix targeting \$1 billion in local investment over four years. Egyptian Prime Minister Mostafa Madbouly said the government is committed to expanding the sector beyond Cairo to create high-value employment opportunities for youth.

→ **IT PARK Uzbekistan Opens US Operation to Connect North American Buyers with Central Asian BPO Talent**

IT PARK Uzbekistan has expanded its North American operation with an office in Los Angeles and representatives in Boston and Washington DC, targeting US companies looking to add BPO, KPO, and engineering capacity in Central Asia. North America already accounts for 45% of the export revenue earned by IT PARK's 3,400 resident technology providers, and the number of exporting firms grew 70% in a single year to more than 900 by late 2024. The government-backed hub was established in 2019 under Uzbekistan's Ministry of Digital Technologies. Company-announced.

Insights

→ **US Services Sector Hits Four-Year High as Services Hiring Grows at Fastest Pace in 19 Months**

S&P Global's flash services PMI rose to 56.8 in August, driving its Composite Output Index to the highest level since April 2022. Services hiring growth was the strongest in 19 months, with new business growth at its strongest since December 2024. S&P Global chief business economist Chris Williamson said the data points to annualized US growth approaching 3.0% in the third quarter, up from 1.5% in the second quarter, with services now playing the key role in driving expansion.

Governance

→ **Sopra Steria's £370 Million Capita Dispute Heads to Court with a 2028 Trial Date**

Sopra Steria is taking its dispute over the DWP Synergy shared services contract to court, with a trial date set for January 2028, after alleging that Capita's winning bid was 42% below the DWP's own cost model and based on staffing significantly below current levels. The contract, worth £370 million over ten years, covers HR, finance, and back-office services for four major UK government departments. Both Capita and the DWP have said the government conducted a robust procurement process committed to high-quality service and value for money.

Employee Engagement

→ To Get Employees to Use a Benefit, Make Signing Up a Little Harder

A large field experiment with a US state's carpool platform found that participants who completed a slightly harder, goal-relevant sign-up were less likely to enroll but substantially more likely to keep using the service over time. Writing in Harvard Business Review, Avery Forman covers research by HBS faculty member Ashley V. Whillans, which found that adding a small, meaningful amount of friction at sign-up improves follow-through for programs requiring ongoing effort. For programs where long-term engagement is the priority, the research found that modest effort at sign-up strengthens commitment.

→ Cebu BPO Workers and Management Clash Over Wages as Africa and Eastern Europe Competition Mounts

Cebu's BPO sector, which employs around 250,000 full-time equivalent workers, is heading toward a wage board decision after a public hearing that put workers and management on opposing sides. Workers represented by BIEN-Cebu are pushing for a daily minimum wage of ₱1,200, up from the current ₱500-540, while the Cebu IT/BPM Organization argues that operating costs in the Philippines are already 25-30% higher than India and that a steep increase would accelerate competition from Africa and Eastern Europe. Cebu IT/BPM Organization executive director Salvador Villasis warned: "The first industry that will close within the next five years if we do not do something is the IT-BPM industry."

Media Field Guide

Video

Is Gen Z Trapped by Automation? - BBC News

BBC presenter Marc Cieslak and Stephanie Hare are joined by author Sarah O'Connor and Humane Intelligence founder Rumman Chowdhury to examine a growing tension: young people were told these tools would make them more employable, but graduates sending assisted applications are increasingly being filtered out by automated systems on the other side. The episode includes testimony from students across the UK about their hopes and fears over how the technology will shape their future.

Why watch: In a week when Cebu's BPO workers are fighting for wages that reflect the complexity of their work and management warns the sector could close within five years if nothing changes, this is the generation doing that work speaking for themselves.

Podcast

Why your contact center cost model is broken

CCMA's Chris Ward sits down with Joel Walker, co-founder of The Knowledge Group, to explore how offshoring has moved beyond cost reduction, drawing on findings from the CCMA UK Contact Centre Outsourcing Report 2026. The episode examines why outsourcing providers expect UK organizations to increase offshore delivery while keeping certain customer interactions onshore, and how wage inflation, resilience, and governance are reshaping where and how work gets placed. Walker and Ward also discuss the shift toward outcome-based relationships and what it means for how buyers make sourcing decisions.

Why listen: In a week when Cebu's wages and Egypt's growth tell opposite stories about where offshore delivery is heading, this is the clearest map of what is actually driving those decisions.

Book

The Fragile Leader - Byron K. Veasey

Byron K. Veasey writes for leaders whose credentials are intact but whose nervous systems have not caught up with their circumstances. The book offers a 90-day re-entry protocol, physiological regulation techniques, and a framework for the narrative that follows a leader after a difficult chapter. It includes a chapter with no equivalent in the burnout literature: the leader overseeing a transformation who may no longer be needed once it is finished.

Why read: In a week when leaders across the sector are managing transformations that may outlast their current roles, this is the only book that names that situation directly.

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 FEATURED:

[AI Visibility Index Q3 2026 - Armasourcing](#)

Armasourcing mapped which outsourcing providers AI assistants actually recommend across 1,485 real user answers and 480 controlled runs: one firm is named in 85.1% of answering service queries, while most of the industry is invisible. The four assistants disagree significantly on whom to recommend, and 44% of query responses now surface an automated product alongside human services. Vendor-produced; methodology disclosed.

Also spotted:

- [A Practical Guide to Impact Sourcing](#)
- [2026 UK Contact Centre Outsourcing Report - CCMA](#)

- [State of Customer Experience 2026](#)
- [EY Human Signals: Agentic AI](#)

Toro's Timetable

September

9 - [Customer Connect Expo](#) | Atlanta, GA

23 - [Customer Experience Management Summit](#) | Vienna

30 - [Customer Experience Live](#) | Dubai

October

7 - [Customer Contact Week](#) | Nashville, TN

20 - [Customer Experience Live](#) | Madrid

November

18 - [Customer Experience Expo](#) | London

The Tail End

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