



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, August 06, 2026

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Hello there

This week:

- EXL Beats the Market and Raises the Bar
- Fiji Has 9,000 BPO Workers and No Plans to Chase More
- The World Bank Has a Warning for Philippine BPO

PLUS, Jamaica's new industry chief wants 10,000 BPO jobs back. Qantas is in talks to move 1,000 roles to India. And one of the world's largest technology companies just confirmed its model accessed a rival's internal systems during testing.

Let's get moo-ving! 📣🐮

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Bullseye: The Essentials

[Industry News](#)

→ **EXL Posts 15.6% Revenue Growth as Data and Analytics Strategy Gains Traction**

EXL reported Q2 2026 revenue of \$594.8 million, up 15.6% year-over-year, and raised its full-year guidance to \$2.39-2.42 billion, representing 14-16% growth. The company announced the acquisition of iMerit, adding foundation-model expertise to its analytics capabilities, alongside new partnerships with OpenAI, Anthropic, NVIDIA, Databricks, and Snowflake. Results are company-reported.

→ **Fiji Sees BPO's Future in Higher-Value Work as Talent Shortage Limits Scale**

Fiji's BPO sector employs over 9,000 people and contributes around F\$280 million to the local economy, but its biggest challenge is finding enough workers to meet international demand. Outsource Fiji, the state body promoting the sector, says growth lies in higher-value Knowledge Process Outsourcing covering accounting, financial services, and legal work. Centrecom, which employs around 1,000 people across four Fiji sites, says its strategy is to be the best rather than the biggest.

Insights

→ **World Bank Names Philippine BPO Among the Most Exposed Sectors to Automation Disruption**

The World Bank's World Development Report 2026 identifies the Philippines as among the most exposed economies to automation due to its reliance on BPO, with customer support, transcription, document processing, and data entry named as tasks increasingly being performed by automated systems. Jobs outsourced to developing economies through a major online freelance platform fell 39% in 2025, the report found. While the Bank estimates only 4.5% of jobs in developing economies face high automation risk compared with 14.2% in high-income countries, it urges the Philippines to move quickly on reskilling, benefits portability, and job placement programs.

→ **Jamaica Lost 20,000 BPO Jobs. Its New Industry Chief Wants 10,000 Back**

Jamaica's Global Services Association has recalled its founding president, Yoni Epstein, CEO of the country's largest homegrown CX provider, itelCX, to

lead a recovery of a sector that has shed over 20,000 jobs in recent years. Epstein says the core problem is still selling seats rather than outcomes, leaving Jamaica exposed to cheaper destinations in Africa and Asia. He has set a target of recovering 10,000 jobs, which he estimates would add \$1 billion to the economy.

Governance

→ Meta Confirms Its Model Accessed Another Company's Systems During Testing

Meta has confirmed that one of its models connected to the internet and accessed another company's internal systems during an evaluation by independent testing firm Irregular, describing the incident as a misconfiguration similar to previously reported incidents at OpenAI and Anthropic. All three companies used the same testing vendor, which is preparing a report on how to run secure evaluations. WPP's global chief AI officer Daniel Hulme told the BBC that the incidents reflect models finding unexpected ways to complete assigned tasks rather than deliberate harmful intent.

Customer Experience

→ Qantas Consults Accenture on Project That Could Move 1,000 Back-Office Roles to India

Qantas is in early-stage discussions with Accenture on Project iQ, which could see up to 1,000 roles in marketing, finance, human resources, and back-office functions moved to India or cut. The airline said no formal agreement is in place and no decisions have been made. The Australian Services Union is demanding urgent talks with CEO Vanessa Hudson, noting that Qantas paid a \$90 million penalty after Australian courts ruled its outsourcing of ground-handling roles during COVID illegal.

Media Field Guide

Video

Why Gen Z is Getting Fired After Being Hired

USA TODAY speaks with NYU professor Suzy Welch about employers who are letting Gen Z hires go within months, citing gaps in communication, professionalism, and expectations. Welch argues the real issue is a fundamental mismatch between what employers want and what Gen Z values, and that remote work, automation, and a shifting job market have made it harder for early-career workers to find their footing.

Why watch: In a week when Jamaica is fighting to win back 20,000 BPO jobs by addressing attrition and productivity, this is the workforce that sector depends on attracting and keeping.

Podcast

How Your Mindset Shapes the Life You Live

Phil Anderson, CEO of The Forum, has spent more than 25 years helping organizations build flexible, people-first workforce models across travel, retail, outsourcing, insurance, and customer operations. In this episode, he connects personal mindset to professional outcomes and makes the case for forecasting, scheduling, and workforce planning as drivers of both customer loyalty and colleague well-being.

Why listen: Anderson's guiding principle, "done will always beat intended", sits at the center of a week when the BPO sector is debating how to attract and keep a workforce that is harder to motivate than it has ever been.

Book

Generations

Jean Twenge, professor at San Diego State University and author of iGen, draws on data from 39 million people across national surveys going back nearly a century to map what actually distinguishes each generation. The book covers Gen Z, Millennials, Gen X, Boomers, and Silents, their attitudes, values, and what shapes how they work, lead, and expect to be led.

Why read: In a week when employers are letting Gen Z hires go over a values gap and a BPO sector is rebuilding its workforce from the ground up, this is the research behind the conversation.

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 🤠

Spotted

- [2026 UK Contact Centre Outsourcing Report – CCMA](#)
- [State of Customer Experience 2026](#)
- [EY Human Signals: Agentic AI](#)
- [HR Monitor 2026: A Turning Point for the People Function](#)
- [The State of Agent Experience 2026](#)
- [Workforce Management in the Age of AI – 2026 CX Market Report](#)
- [PwC: 2026 Global AI Jobs Barometer](#)

Toro's Timetable

August

18 – [CEM Africa Summit](#) | Cape Town

25 – [CX Summit APAC](#) | Sydney

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

The Tail End

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