



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, May 7, 2026

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Hello there

As operations stretch across more clients, vendors, and technology partners, the question of accountability is getting harder to answer. When the herd starts running in different directions, who actually owns the outcome?

We want to know what you think.

Vote in our [LinkedIn poll](#), join the conversation, and follow BPO Bullhorn to see how the community responds.

This week

- Hyderabad Adds a Major New Name to Its GCC Roster
- AI Labs Are Now Coming for the Consulting Industry
- Gallup Finds Europe Is the Least Engaged Workforce in the World

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials

Industry News

→ BASF Expands Global Services and Digital Operations in Hyderabad

BASF signed a Letter of Intent with the Telangana government to open two new Global Capability Centers in Hyderabad, with operations set to begin in Q2 2026. The hubs will support finance, HR, supply chain, and regulatory services globally, joining existing centers in Berlin, Kuala Lumpur, and Montevideo. The company plans to hire 3,000 professionals in phases as part of its "Winning Ways" transformation strategy.

Technology

→ OpenAI and Anthropic Reportedly Move Into Enterprise Services

On the same day in May, Anthropic launched a \$1.5 billion joint venture with Blackstone, Goldman Sachs, and Hellman and Friedman, while OpenAI raised more than \$4 billion for a new venture called The Deployment Company. Both firms are moving beyond building AI models and into placing engineers directly inside client businesses to implement them. It is a direct challenge to the traditional consulting and IT services model.

Insights

→ European Workers Feel Positive About Jobs but Remain Disengaged

Gallup's State of the Global Workplace report found that only 13% of employees in Europe are engaged at work, the lowest rate of any region in the world. At the same time, more than half of European workers said it is a good time to find a job in their area. The report points to a sharp drop in manager engagement as the primary driver, and the numbers get specific.

Leadership

→ HBR Questions the Focus on Star Performers

Researchers Liu, Knudsen, Christensen, and Denrell argue that copying top performers does not spread excellence it quietly breaks how organizations learn. Using computational modeling, they show that standard ranking systems create two hidden problems that hold back performance over time.

Microsoft's stack-ranking system is the case study, and the researchers propose a specific structural fix.

Governance

→ [**ILO Says Lifelong Learning Must Become a Policy Priority**](#)

The International Labor Organization released a new report warning that most countries are significantly underinvesting in adult learning as AI, the green transition, and demographic shifts reshape labor markets. Across high-income countries, only 16% of working-age adults completed any structured training in the past year. ILO Director-General Gilbert Houngbo says broader access to learning and stronger training systems are urgently needed.

Media Field Guide

Video

America's Job Market Is Collapsing - [**YouTube**](#)

The Bigger Picture examines the growing disconnect between strong economic headlines and a softening US job market, covering hiring slowdowns, fewer white-collar opportunities, and rising corporate caution. Worth watching for anyone thinking about workforce planning, outsourcing demand, and where hiring pressure is heading next.

Why watch: understand the growing gap between economic performance and hiring demand and what it could mean for workforce planning, outsourcing, and job stability.

Podcast

TechAfrica News Podcast - [**Spotify**](#)

Omar Diab, Regional VP of Sales for the Middle East and Africa at ST Engineering iDirect, joins TechAfrica News founder Akim Benamara to talk connectivity across Africa, covering satellite networks, 5G rollout, and the economics of expanding rural access. A useful listen for anyone tracking the

infrastructure shifts that determine where service delivery can realistically scale next.

Why listen: understand the infrastructure and investment shifts shaping connectivity across Africa, and why reliable digital access remains critical for scaling business operations and service delivery.

Books

Fortified: Designing Organizations That Run Without You and Don't Break - [Amazon](#)

Fortified tackles a problem most growing businesses eventually hit: operations that only work because the right person is in the room. The book lays out a practical framework for building systems, leadership structures, and accountability that hold up without constant intervention from the top.

Why read: learn how to build teams and systems that stay aligned and operational without constant leadership intervention, especially during growth, change, and high-pressure periods.

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:

The state of AI in CX: From assistive to agentic

A new CX Network report, based on research from 324 CX practitioners and consultants worldwide, examines how AI has shifted from a supporting tool to a core part of how businesses serve customers. As customers increasingly use AI to simplify their own journeys, the report argues that process excellence and responsible AI use are no longer optional - [Download](#)

Also spotted:

- State of Global Workplace - [Download](#)
- 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](#)

Toro's Timetable

May

11 - [CCW UK](#) | London

18 - [Shared Services & Outsourcing Week Europe](#) | Estoril, Portugal

June

8 - [CX Summit EMEA](#) | Amsterdam

16 - [CX Asia Week](#) | Amara Sentosa, Singapore

22 - [CCW Las Vegas](#) | Caesars Forum, Las Vegas

The Tail End

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Thanks for reading. See you next Thursday.

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