BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, October 08, 2026

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Hello there

Top stories

- Foundever Signs Giza Hub Partnership as Egypt Operations Grow 115%
- TP Launches in Rwanda Backed by Government, Mastercard Foundation, and Harambee
- PIF-Backed HUMAIN Engages EY MENA to Build Saudi Arabia's First BPO Service

PLUS, we asked LinkedIn which pricing model wins by 2027. Only 10% said hourly billing survives. The poll is still open. **Join the conversation.**

This week's edition tracks where the market is already moving.

Let's get moo-ving! 📣🐂

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Bullseye: The Essentials 🎯

Industry News

→ **Foundever Expands Egypt Footprint with New Giza Hub, Records 115% Growth**

Foundever is building a new hub in Giza, Egypt, through a partnership with the TANZA business district at Media Production City, with the official opening planned for Q1 2027. The company reported 115% growth in its Egypt operations in 2025 and currently employs approximately 2,700 people across sites in Maadi, Nasr City, and Luxor. Country Director Mina Wahba and Media Production City Chairman Abdel Fattah El-Gebaly both attended the partnership signing. Company-announced.

→ **TP Launches in Rwanda with Government and Institutional Backing**

TP officially launched operations in Rwanda, with the Rwanda Development Board and the Ministry of ICT represented at the launch event in Kigali. Rwanda Development Board Deputy CEO Juliana K. Muganza said the launch opens opportunities for Rwandan professionals to build careers in global business services while serving international clients from home. The launch also brought together Mastercard Foundation and Harambee Youth Employment Accelerator Rwanda as institutional partners. Government-announced.

Governance

→ **PIF-Backed HUMAIN Partners with EY to Build Saudi Arabia's First BPO Service**

HUMAIN, a company backed by Saudi Arabia's Public Investment Fund, has engaged EY MENA to develop a new category of business services designed to help enterprises deliver and scale operations through integrated technology and professional expertise. The initiative aims to combine automation, analytics, and human expertise into operating models that reduce complexity and improve productivity for enterprise clients. The announcement names HUMAIN Chief Executive Tareq Amin, EY Global Managing Partner Raj Sharma, and EY MENA Chairman Abdulaziz Al-Sowailim. Company-announced.

Insights

→ **Everest Group: Cost Mandates are Pushing More Work to BPO, Not Less**

Everest Group founder Peter Bendor-Samuel argues that corporate pressure to deliver large cost savings quickly is increasing demand for traditional outsourcing in the near term, as transformational changes to business operations take years rather than quarters to complete. Companies seeking faster, more predictable cost reductions are expanding the scope of work they assign to providers, with companies such as EXL and Genpact performing above broader market growth and their own historical norms. Bendor-Samuel notes providers are also growing revenue by layering automation and analytics onto existing work, expanding what they offer beyond their original scope. Contributor perspective (Forbes/Everest Group).

Employee Engagement

→ **Philippine IT-BPM Cuts Growth Targets as Sector Moves Beyond Headcount Model**

The Philippine IT-BPM industry, valued at $40 billion to $42 billion, has revised its revenue growth targets down by 15% to 27% as the sector faces pressure to shift from staffing-based to outcome-based delivery models. Workers with specialized knowledge in banking, healthcare, financial services, and telecommunications are seen as best placed to navigate the transition, according to industry figures cited by BusinessWorld. Microsoft's Work Trend Index shows 25% of Philippine workers qualify as frontier professionals compared to a global average of 16%, while the Oxford Government AI Readiness Index ranks the Philippines 56th out of 69 countries. Named journalist (BusinessWorld).

Customer Experience

→ **Asia's Retailers Find CX Edge as Technology Advantages Shrink Fast**

Technology speed and reliability have become basic requirements in retail competition rather than differentiators, with brands across Asia Pacific increasingly turning to customer experience to set themselves apart. Flying Fish Lab founder Mário Braz de Matos pointed to the Chinese market, where a 21% reduction in delivery times was quickly matched by competitors, pushing marketing costs up 52% against a 12% revenue gain. Lark Asia Pacific

General Manager Olivier Adam cited research across 330 companies showing nine in 10 are increasing technology spending this year, while 60% report minimal or no return and fewer than 5% report tangible results. Named journalist (Retail Asia); Vendor-produced stat (Lark/Adam).

Media Field Guide 📝

Video

How to Fix Africa's Learning Crisis

By 2030, nearly half the world's young people will be African. Rabana shows how homegrown leadership and technology built for African classrooms can deliver foundational skills at scale. For BPO leaders expanding on the continent, this is the talent pipeline story behind the headlines.

Why watch: The Africa expansion deals making news this week only hold up if the workforce holds up. Rabana makes the case that it will.

Podcast

Willpower Expert: The Secret to Effortless Discipline

Duckworth unpacks when struggle builds capacity and when friction is just friction. A useful frame for workforce leads asking whether the domain expertise push requires grit from employees, or smarter environment design from employers. Practical and research-grounded.

Why listen: Before you ask your workforce to dig deeper, it helps to know whether you have built an environment where that is actually possible.

Book

Talk with Trust

Siggins, a CEO, makes the case that feedback culture is what separates teams that scale from teams that stall. The SHARES model gives managers a concrete framework for delivering hard truths with care. A direct read for anyone managing the quiet quitting signal showing up in this week's data.

Why read: When trust breaks down, performance follows. Siggins shows how to rebuild the conversation before you lose the person.

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 🤠

FEATURE resources:

- **2026 State of International Voice for the Contact Center**
- **A Practical Guide to AI Governance in Contact Centers**
- **Talent Insights Report Q3 2026 (Jobtrain)**
- **AI Visibility Index Q3 2026 - Armasourcing**
- **A Practical Guide to Impact Sourcing**

Toro's Timetable 📆

October

20 - **Customer Experience Live** | Madrid

26 - **ICMI Contact Center Expo** | Orlando, FL

November

7 - **CCW Europe Summit** | Amsterdam

10 - **BPESA BPO Conference** | Cape Town

18 - **Contact Centre and Customer Experience Expo** | London

December

7 - **GITEX Global** | Dubai

The Tail End 🐃

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