



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, May 28, 2026

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Hello there

Three moves defined the industry this week:

- Australia's NAB Doubles Down on Offshore Delivery
- The Philippines Just Renamed Its Entire Industry
- Ubase Brings Voice AI In-House

Before you dive in, don't skip this week's [Heard](#). AI is coming for African BPO jobs. Or is it? Elvis Melia has spent 15 years watching this sector, and the data points somewhere the headlines don't.

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials

[Industry News](#)

→ [NAB Plans to Hire Up to 1,000 More Staff in India and Vietnam](#)

National Australia Bank is expanding its offshore workforce in India and Vietnam by up to 1,000 people, adding to a team that already numbers around 8,500. A senior executive described the offshore operations as a core part of how the bank delivers services, not a temporary cost measure. NAB says the economics still work even as wages in offshore markets continue to rise, and the bank plans to keep growing.

→ **Philippine Call Center Association Rebrands to Embrace Industry Shift**

The Philippines' Contact Center Association has rebranded as the Customer Xperience Association of the Philippines, retiring a name it has held for 25 years. The sector recorded revenues of \$33.9 billion in 2025, a 6.94% increase over the prior year, with 1.68 million full-time employees and more than 60,000 new hires in 2025 alone. Association leaders said the change reflects that the industry's work has moved well beyond phone-based customer service, with more than half of member companies now changing how they deliver service.

→ **Ubase Acquires Return Zero in Push to Build In-House AI Capabilities**

South Korean BPO company Ubase has acquired Return Zero, a domestic voice technology firm, bringing speech recognition and voice processing capabilities directly under its ownership. Rather than licensing tools from outside vendors, Ubase is building the technology it needs in-house. The company said the deal is part of a broader strategy to own more of the technology behind its customer service operations.

Insights

→ **Accenture Is Hiring More Entry-Level College Graduates, Not Fewer**

While employers like Meta and PwC have pulled back on hiring fresh graduates, Accenture's Global Chief Diversity Officer Beck Bailey says the consulting firm is moving in the opposite direction. Speaking at Fortune's Workplace Innovation Summit, Bailey said Accenture has committed to hiring more entry-level workers this year than last, because graduates entering the workforce now are already comfortable with the tools reshaping how companies work. Bailey described companies as being in "the messy

middle" of figuring out what roles they need and how people work alongside new technology.

Governance

→ **Using AI to Mask Accents of Call Centre Agents Misleading, Says Union**

A Canadian union is pushing back against software that alters the accents of call center agents during live customer calls, arguing the practice misleads customers. The union says people have a right to know when a voice has been modified, and that changing how an agent sounds without disclosure is a step too far. As voice-altering tools become more widely used in contact centers, the story raises a transparency question on the table that the industry has not yet answered.

→ **New Task Force Being Established to Safeguard BPO Workers and Practices**

Jamaica is establishing a government task force to protect workers in the country's BPO sector and set clearer standards for how the industry operates. Officials say the move comes as the sector grows and concerns about working conditions and regulatory gaps have become harder to ignore. The task force is expected to produce recommendations on worker rights, oversight, and conduct standards for BPO companies operating in the country.

Media Field Guide

Video

How to Safeguard Your Mind in the Age of Junk Information - [YouTube](#)

Harari's case that the real danger of AI is not machines replacing humans, but humans making worse decisions because the information around them is deteriorating.

Why watch: "If you give good people bad information, they make bad decisions." A lens for almost everything in this week's edition. 40 minutes well spent.

Podcast

In the Know - [Spotify](#)

Owen Campbell joined Kura 14 years ago as a contact center advisor, taking the role to supplement his income while competing as a mixed martial arts athlete. He never left. Working through a range of operational leadership roles across the business, Campbell was recently appointed CEO, giving him a ground-level understanding of the company, its people, and its clients that few executives in the industry can claim.

Why listen: a candid conversation about career progression from the contact center floor to the top job, and what the discipline of competitive sport taught him about leading people and building performance culture in a complex service environment.

Book

What's the Point? - [Amazon](#)

Tom Rath's counterargument to the passion-and-purpose playbook, for anyone rethinking what makes their work matter when the old rules no longer apply. His answer is not to look deeper inward; it is to focus on what you give to the people around you.

Why read: Rath makes the case that what no algorithm can replace is your ability to make life better for someone else. A practical reframe for leaders managing teams through the shift.

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.

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- The 2026 Delight AI Index - [Download](#)
- The state of AI in CX: From assistive to agentic - [Download](#)
- State of Global Workplace - [Download](#)
- 2026 Global Human Capital Trends - [Download](#)
- 2026 CX Shift Study: Expectations in the AI Era - [Download](#)

Toro's Timetable

June

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

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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