



Case Study

Charles Hope International Grows an Offshore Team of 20+ in just 12 months



Introduction to Charles Hope International

Charles Hope International is a global real estate business specialising in serviced apartments, emphasising exceptional customer experience and stylish accommodations since 2016.

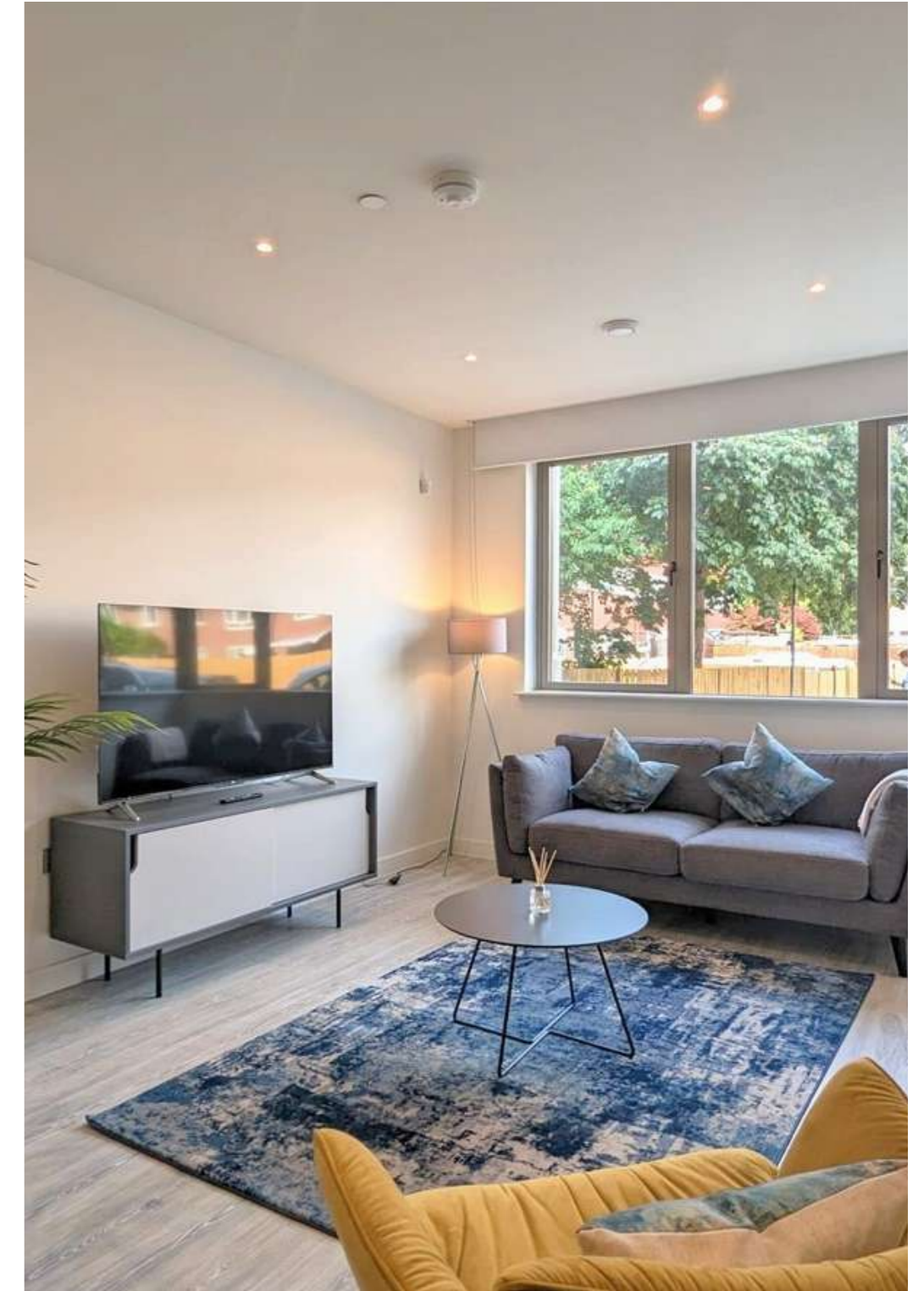
The company has leveraged the power of offshoring to overcome recruitment challenges and expand its operations globally. With a keen eye on innovation and excellence, Charles Hope has successfully positioned itself as a leader in its industry.

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Situation

Charles Hope had grown exponentially over the past few years, meaning significant expansion in their customer services, finance and sales & marketing functions.

The management team found themselves struggling to scale their operations due to the limited availability of skilled talent in the UK. The post-Brexit talent pool shrinkage and the slow recruitment process hindered the company's growth ambitions, making it difficult to staff new projects and maintain the pace of expansion.



Solution

Richard Maurin approached Potentiam to discuss how they might be able to assist in scaling Charles Hope's business, through a strategic offshoring strategy. Recognising the untapped potential of the South African talent market, Potentiam facilitated the establishment of a dedicated team in Cape Town for Charles Hope, focusing on roles that were hard to fill in the UK.

The strategic move not only diversified the talent pool but also accelerated the recruitment process, enabling Charles Hope to scale their operations effectively.





Result

With the breadth and depth of talent in Cape Town readily available, Charles Hope could scale a local team from zero to 21 people in just over a year. Potentiam was able to establish specialised teams in various departments including marketing and guest services, leading to an enhancement of Charles Hope's operational efficiency.

Notably, Charles Hope's offshoring strategy has led to the realisation of cost savings, allowing for more substantial investment in growth and development.

While the team's work ethic and attitude have helped the business perform exceptionally. Other benefits included a significant, positive change in company culture globally.

Charles Hope International, through its partnership with Potentiam, has not only overcome significant recruitment challenges but also set a new benchmark for strategic growth in the competitive real estate and hospitality industries.

“The beneficial change to company culture that offshoring has brought has been phenomenal. The whole team feels that they are a part of something much larger. With a much broader selection of international viewpoints across the teams, the new offshoring model has been hugely motivational to everyone. At every level of the business, staff are qualified, well-trained, and motivated, which is realised in the business's overall performance.”




Richard Maurin,
CEO

Learn more about Potentiam:

Established in 2016, Potentiam advises businesses on building and scaling offshore teams to maximise their growth potential.

With a dedicated local HR business partner, the Potentiam model supports businesses in expanding talent pools under their management in Romania, South Africa, and India. Our specialist advisors plan, structure, build, integrate, and operate international teams that deliver excellence, enabling businesses and in-house teams to grow.

Potentiam offers access to world-class international talent at significantly lower costs, supported by in-country services. Potentiam is a valuable partner in developing offshore strategies, with a proven track record of driving revenue growth across various sectors, including professional services, IT business services, data analysis, energy consultancy, IT security, research, and SaaS.

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