

## Case Study

# EnergyQuote JHA's Strategic Offshoring Transforms into a **Global Powerhouse**



## Introduction to EnergyQuote JHA

EnergyQuote JHA emerged as a dynamic energy services SaaS business, captivating the global market with its innovative technology platform and comprehensive services. By 2015, with a workforce of 300 across the globe and serving 650 corporate clients, EnergyQuote JHA demonstrated a formidable presence. However, the journey began with a modest UK consultancy grappling with market saturation, technological limitations, and competitive workforce costs.

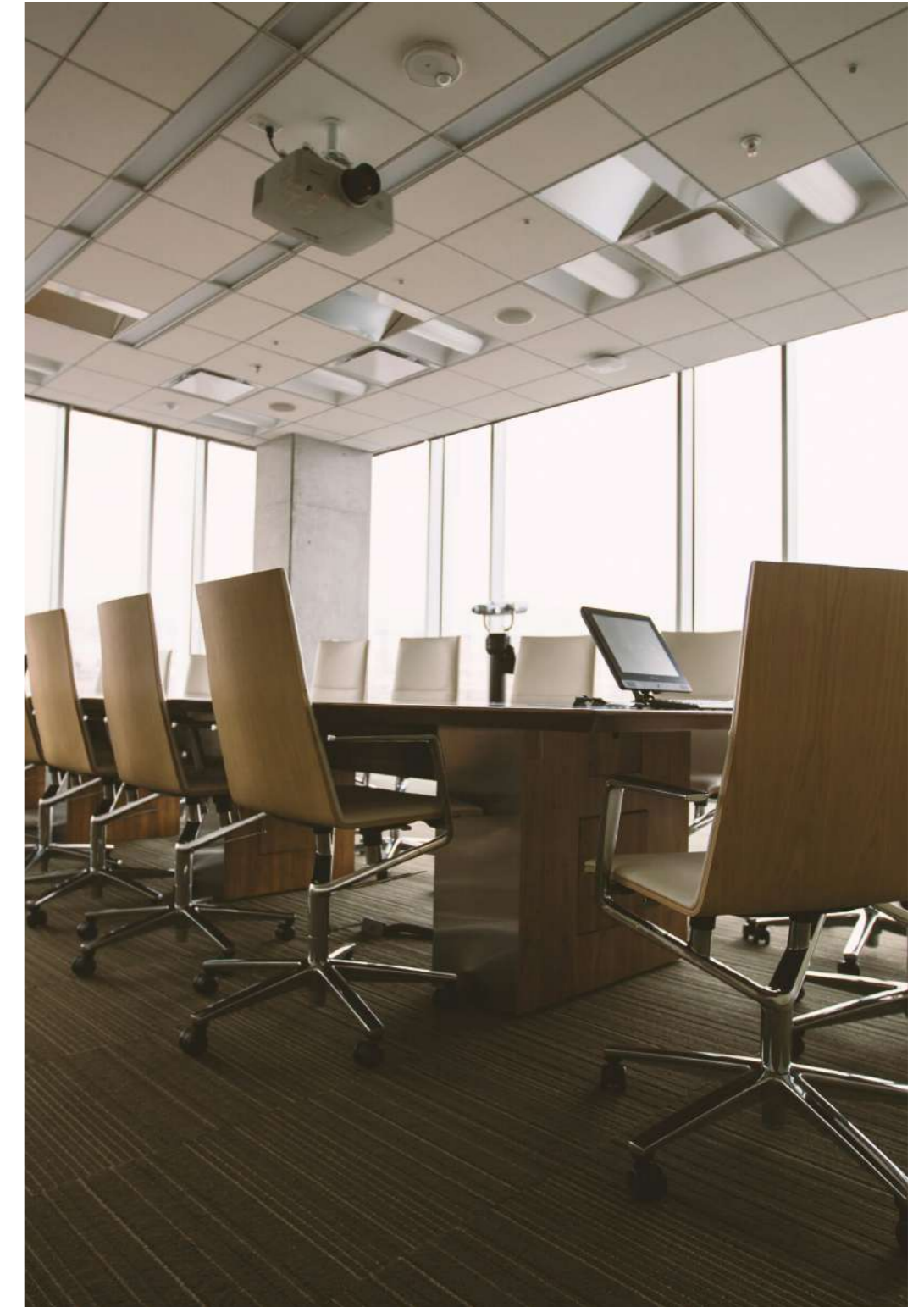
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## Situation

In 2005, EnergyQuote JHA found itself at a critical juncture, grappling with the growing pains of a rapidly saturating UK market, an outdated tech platform that stunted expansion, and the rising costs of maintaining a competitive workforce.

With 80 staff members and ambitious growth plans, CEO Christopher Lydiard-Wilson and CCO Charles Fenton, faced the daunting task of scaling their UK-based consultancy without the luxury of unlimited resources.

This scenario, all too familiar for many SMEs, forced them to confront the tough decisions that could either make or break their future success.



# Solution

The decision to offshore was transformative. Initiating with a pilot of four data analysts in Romania, EnergyQuote JHA experienced a 30% productivity boost in the first month. Romania's Iasi, with its rich talent pool and strong educational infrastructure, provided the perfect launchpad for scaling operations efficiently.

The success with the Romanian team led to a gradual but consistent expansion, eventually incorporating a technology team in Bengaluru (Bangalore). This shift not only preserved the UK workforce size but also enabled the allocation of resources towards more strategic roles domestically.



# Result

By strategically shifting certain operations offshore, EnergyQuote JHA not only achieved significant cost savings—£21 million over 11 years—but also unlocked a wealth of unforeseen benefits. These ranged from dramatic productivity boosts and scalability, to accessing higher-calibre staff and accelerating technology development, all of which paved the way for their lucrative acquisition by Accenture in 2015.

Charles leveraged offshore capabilities to supercharge sales and marketing efforts, showcasing the versatility of offshoring. This strategy was not just about cutting costs but reshaping their business landscape. Ultimately this was the genesis of another business, Potentiam, where the founders' experience of offshore locations such as Romania and India helped other scaling business deliver their objectives in an accelerated way.

EnergyQuote JHA's journey underscores the lesson that with the right strategy, planning, and leadership, offshoring can be a game-changer, offering more than just financial savings but a roadmap to global success.



## The top benefits Potentiam has brought to EnergyQuota JHA are:

- 01** Unlocking senior manager's capacity by providing more capable resources earlier in the company's scaling journey
- 02** Higher calibre staff with a greater work ethic
- 03** Being able to pivot into new business areas faster and at lower risk
- 04** 3x revenue through greater sales and account support
- 05** Tapping into superior technical skills globally, unlimited by geography.

“As the tech team scaled, we found that our staff benefited too. They were able to experience greater career growth, taking on more challenging roles, while increasing our retention”



**Christopher Lydiard-Wilson**  
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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