



## Case Study

# How In-Sync Boosts Sales Performance and Lowers Attrition Rate with a Cape Town Offshore Team



## Introduction to IN-SYNC Group

IN-SYNC Group provides specialised financial services to the self-employed and small businesses in the UK. Their offerings include accountancy, tax management, VAT services, and payroll solutions aimed at maximising take-home pay and operational efficiency.

With over 55,000 clients, IN-SYNC combines expert human support with advanced technology to deliver personalised and effective financial management solutions.

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## Situation

IN-SYNC recognised an exciting opportunity to expand its sales operation offshore due to the challenges of attrition in the UK financial services market.

The competitive landscape made it difficult to find and retain top sales talent, resulting in high turnover rates. This situation opened the door to exploring new avenues for growth and development within a broader talent pool.



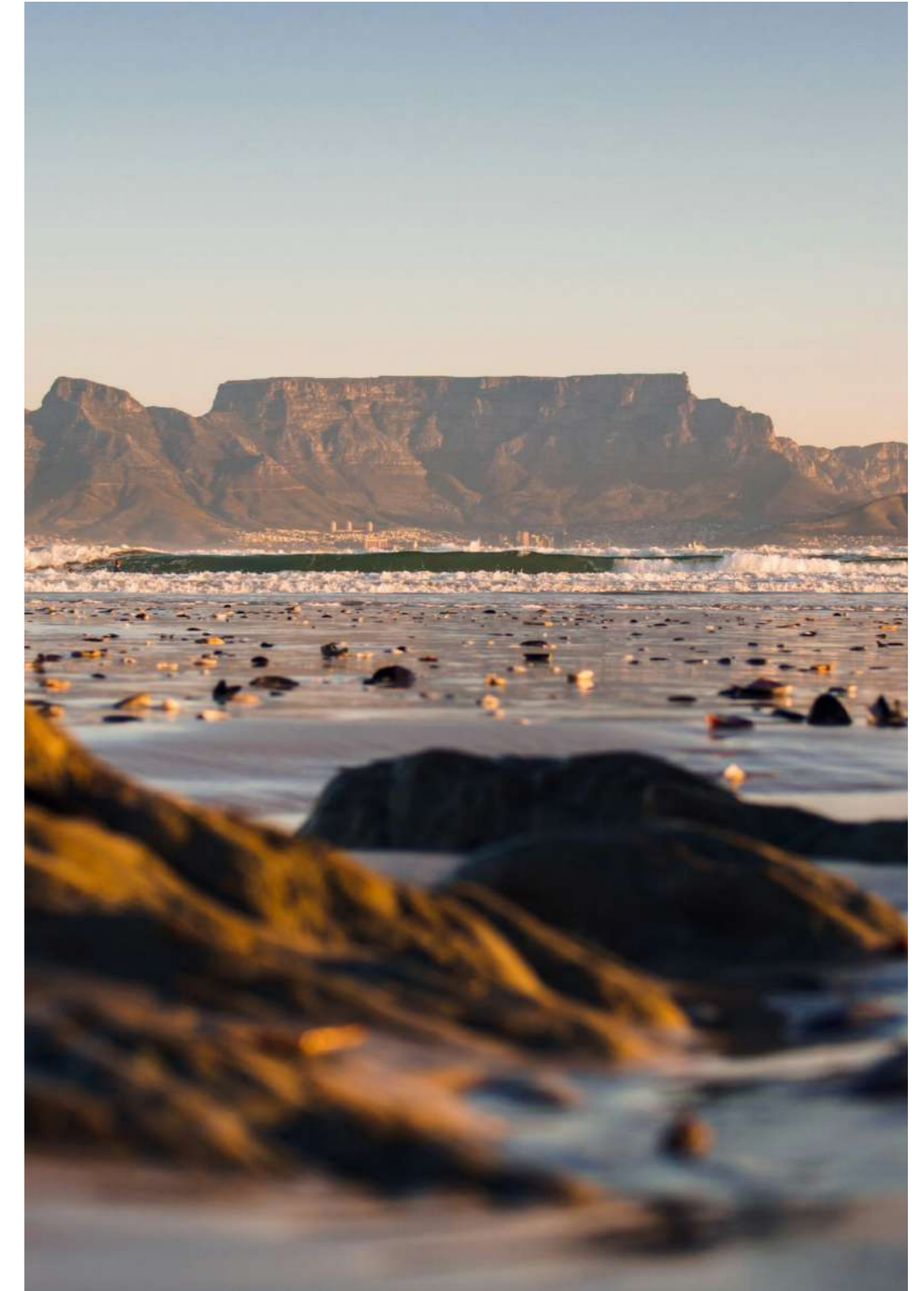
# Solution

IN-SYNC's existing partnership with Potentiam for offshore teams in data analysis, technology, operations, and customer service led to exploring the feasibility of an offshore sales team.

Potentiam conducted a comprehensive review of potential locations, ultimately recommending Cape Town for its capability levels, cost of staff, time-zone compatibility, and cultural fit.

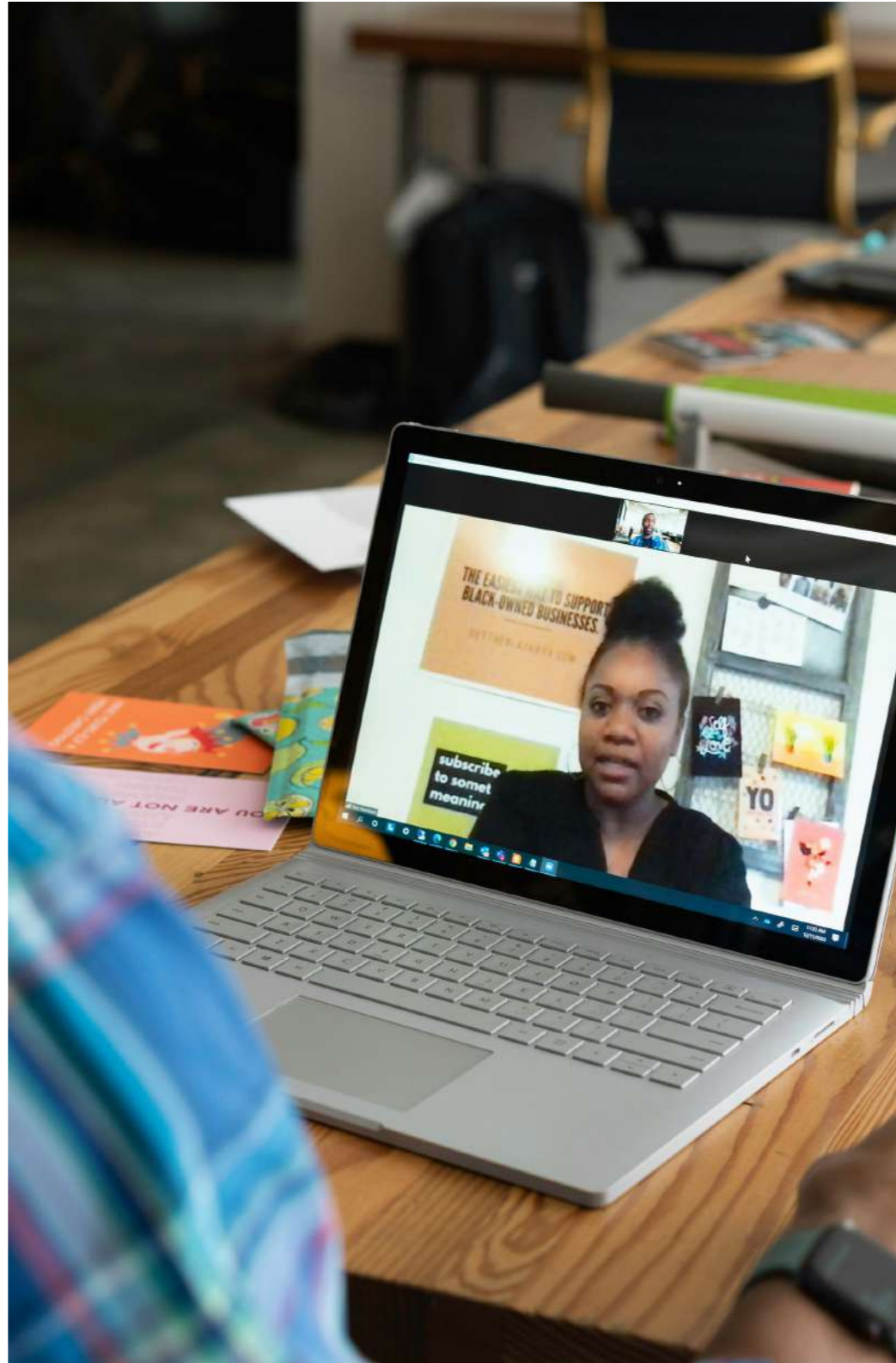
In partnership with Potentiam, a detailed business case outlining the optimal staff profile, team design, career paths, reward structures, and HR performance management processes was developed.

Potentiam's Cape Town talent acquisition team shortlisted high-calibre candidates for the Commercial Director and key stakeholders to interview. Finally, Potentiam's dedicated HR business partner collaborated with IN-SYNC to onboard the new sales team, ensuring robust training, IT support, and office setup.



# Result

The Cape Town sales team quickly became a success, boosting sales performance for the business at large. The team grew to ten staff members within two years with minimal attrition and has now surpassed the size of the UK team, delivering extraordinary energy and performance.



## Key Takeaways

- 01 Strategic Offshoring:** Potentiam's advisory services and strategic planning ensured seamless integration of the offshore sales team.
- 02 Cost-Effective Growth:** The offshore team provided significant cost savings while maintaining high performance and low attrition.
- 03 Enhanced Performance:** The Cape Town team not only met but exceeded sales targets, proving the effectiveness of the offshore model.
- 04 Ongoing Support:** Potentiam's continuous HR and performance management support has been crucial to the team's success.

“Potentiam's ongoing support in HR, career planning, and performance management has been instrumental in maintaining high morale and productivity. Local team leader's appointments have enhanced mentorship and team cohesion”.

**Michelle Heyworth**


Commercial Director

## 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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