



Case Study

How Opinium's offshoring strategy freed approximately **20 days a month** for insight consultants



Introduction to Opinium

Opinium is a dynamic insight research agency headquartered in London, extending its innovative reach through offices in New York, Amsterdam, and Cape Town. Renowned for delivering cutting-edge insights in the public and private sectors, Opinium excels in thought leadership, branding, communication, new product development, and stakeholder engagement.

Their expertise in precise political polling places them at the forefront of the industry, backed by robust data analysis and processing capabilities to serve a varied client base.

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Situation

Upon the appointment of Benjamin Davis as the Head of Data and Research Technology, it became evident that Opinium faced significant efficiency challenges.

Key issues identified included:

- Data teams operating in isolation, leading to siloed project management.
- A general lack of cohesive understanding regarding niche and specialist data concepts.
- Overwhelming data volumes necessitating excessive processing, diverting consultants from their primary focus of securing new business and leading to resource strains across international offices.

Benjamin Davis observed upon his arrival that Opinium clearly possessed significant talent within their data team, yet he also recognised that their entire data operation required restructuring.

Solution

Opinium, inspired by Potentiam's offshore success story, sought its expertise to address Opinium's challenges. Potentiam's initial step involved a comprehensive consulting process to identify pain points and devise a tailored offshoring strategy.

This process emphasised strategic advice for building a cohesive team and optimising data management with offshore resources, ultimately selecting Cape Town for its efficiency and diverse talent pool.



Potentiam's solution included:

- 01** Expert advisory on how to build their optimal data management capabilities.
- 02** Implementation of a Cape Town offshore solution, including talent acquisition and a dedicated local HR business partner.
- 03** Integration of Cape Town's team with Opinium's global offices, facilitating seamless collaboration and embedded culture.

Result

The collaboration with Potentiam's Cape Town team yielded immediate and significant benefits for Opinium, including:

- **Streamlined Operations:** The offshoring strategy freed approximately 20 days a month for insight consultants, enabling them to focus more on client relationships and business development.
- **Efficiency and Quality:** A dedicated team in Cape Town enhanced the quality and speed of data processing, reducing costs and time to insight.
- **Fresh Perspectives:** The new team infused Opinium with innovative ideas and a revitalized outlook, enriching the agency's culture and output.

These outcomes underscore the transformative impact of Potentiam's solution on Opinium's efficiency, culture, and bottom line, demonstrating the value of strategic offshoring and expert consultancy in overcoming operational challenges and driving business growth.

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“In the last 12 months, the team has enabled us to return about 20 days a month to our insight consultants across London, New York and Amsterdam, which has meant that in turn, they can return that time to their clients and spend more time focused on developing relationships”



Benjamin Davis

Head of Data and Research Technology

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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