



Case Study – Energy Consulting

Delivering £21m in Value While Scaling a Global Offshore Team

How EnergyQuote JHA used offshore teams across Romania and India to overcome hiring constraints, improve operational efficiency and support rapid growth.



Learn more

Scan to watch EnergyQuote JHA's offshoring journey.



The Challenge

EnergyQuote JHA needed to scale without increasing operational pressure.

Strong market demand created significant growth opportunities.

But hiring constraints and technology investment requirements made scaling difficult.

- Strong demand but limited capacity and capital to scale
- Rapidly saturating UK hiring market
- Increasing retention challenges
- Outdated technology platform that required major investment

Why change was necessary

Relying on local hiring alone would have increased costs, constrained capacity and slowed the business's ability to scale efficiently.



The Solution

EnergyQuote JHA launched an offshore delivery strategy with a pilot team in Romania, generating immediate operational improvements and creating a scalable platform for long-term growth.



Step 1

Planning

EnergyQuote JHA began with a pilot team of four Romanian data analysts, creating a low-risk way to test offshore delivery, expand capacity and reduce pressure on local hiring.



Step 2

Talent Acquisition

Iași in Romania has a rich talent pool and strong educational infrastructure, providing the perfect launchpad for scaling operations and data capability efficiently.



Step 3

Integration & Growth

Following the success of the pilot, the business expanded offshore operations across multiple functions, later adding a technology team in Bengaluru, India.




We realised our Romania team could do far more than transactional work, from account management and supplier strategy to sales support. It became clear the offshore operation could play a much bigger role than we had originally envisioned.”




Charles Fenton
Director International,
EnergyQuote JHA

The Results


By strategically offshoring key operations, EnergyQuote JHA achieved £21 million in savings over 11 years while unlocking significant operational, financial and growth advantages.




30% operating margin



£1.5m invested in technology




£750k added to P&L




Capacity

- Scaled to more than 300 staff
- Increased productivity by more than 20%




Cost

- £21 million in savings over 11 years
- Operated at a 30% margin while competitors reported negative margins
- Added over £750,000 to P&L



Efficiency

- Improved customer service levels
- Freed capital for reinvestment into technology and growth initiatives



Implementation

- Invested an additional £1.75m annually into sales
- Invested an additional £1.5m annually into technology
- Enabled scalable growth without taking on debt or giving up equity

“ We saw a 30% increase in productivity within the first four weeks. The Romanian team's work ethic, education and experience were superb.”



Christopher Lydiard-Wilson
 Founder, EnergyQuote JHA



Why It Worked

EnergyQuote JHA succeeded because it approached offshoring strategically, building a scalable operating model aligned to business goals, client delivery standards and long-term growth ambitions.

Strategic guidance

The business approached offshoring strategically, building a scalable model aligned to operational goals and client delivery standards.

Strong talent

Access to a deep talent pool and strong educational infrastructure provided the ideal foundation for scaling operations efficiently.

Seamless setup

A structured onboarding and operational framework covering compliance, IT and team support enabled the offshore operation to become productive quickly.

Embedded model

Offshore teams operated as a true extension of the business, fully integrated into internal processes, systems and company culture.

Ongoing support

Continuous HR support and operational assistance ensured strong employee engagement, team stability and long-term performance.



Learn More About Potentiam

At Potentiam, we help businesses access world-class talent and build high-performing offshore and nearshore teams.

Founded by entrepreneurs who built, scaled and successfully exited a global data business using this exact model, our partnership model is built on proven experience and exists to help others achieve the same success.

We're your strategic growth partner, offering access to world-class global talent at significantly lower costs, supported by in-country services. Through our advisory approach, we enable organisations to scale efficiently by building office-based near- and offshore teams that operate as a true extension of your organisation, seamlessly integrated into your systems, standards and culture.

Build your own offshore capability.

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