



Case Study – Market Research & Insight Agency

Overcoming Operational Challenges and Driving Business Growth

How Opinium streamlined data workflows and returned 20 days each month to their insight consultants by building offshore teams in South Africa and Brazil.



Learn more

Scan to watch Opinium's offshoring journey.



The Challenge

Opinium's data and insight function was under growing operational pressure from rising data volumes.

Despite strong analytical capability, fragmented processes were reducing efficiency.

This limited consultants' ability to focus on client work and business development.

- Data functions under strain due to rising volumes and complexity
- Heavy manual data processing consuming consultants' time
- Limited capacity for consultants to focus on client growth and new business
- Lack of shared understanding of specialist data processes across teams
- Data teams operating in isolation, leading to siloed project management
- Fragmented workflows reducing efficiency and consistency

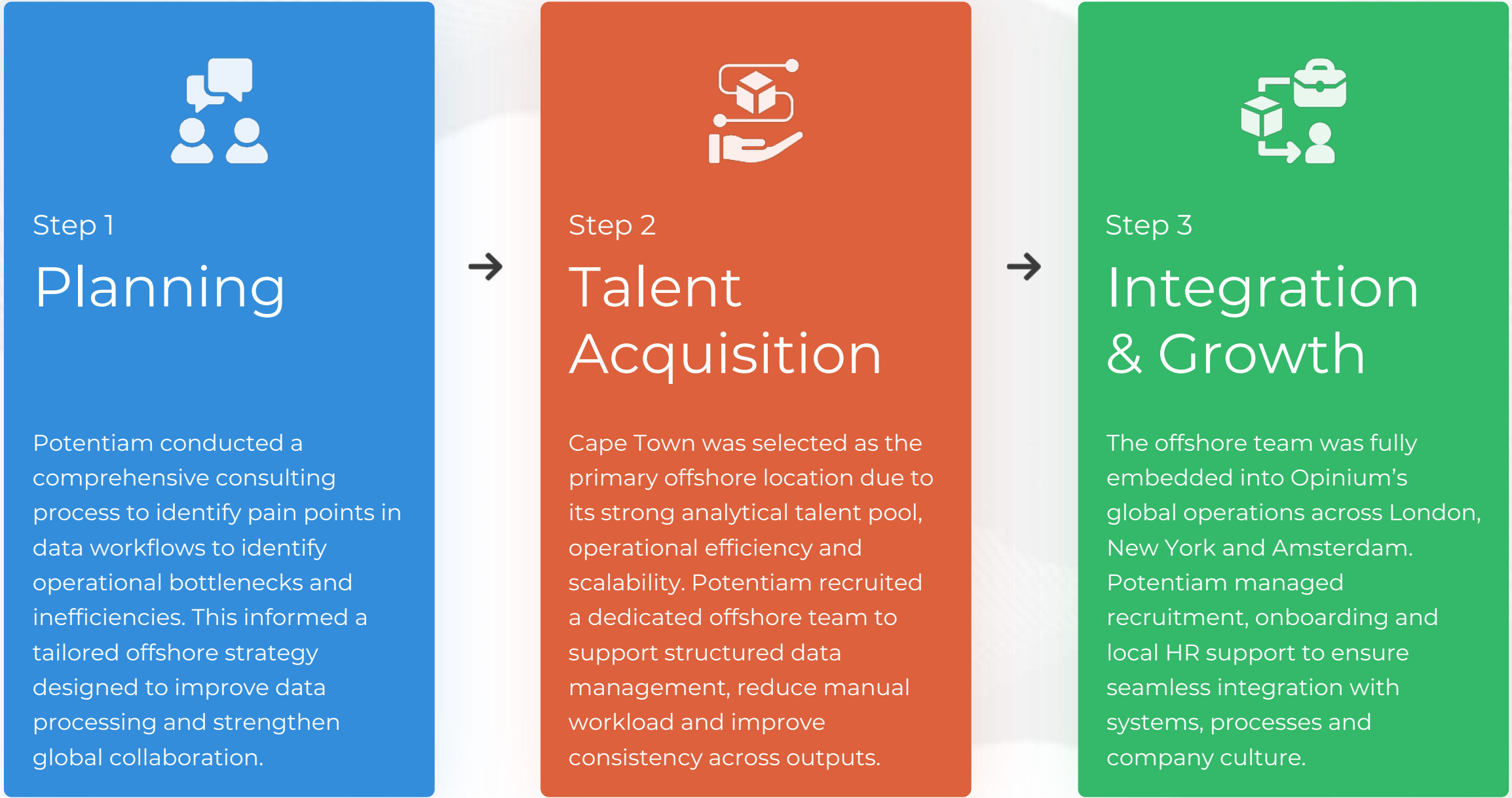
Why change was necessary

Opinium needed a more scalable and consistent operating model to reduce operational strain, improve data processing efficiency and free consultants to focus on client relationships and commercial growth.



The Solution

Opinium partnered with Potentiam to build an integrated offshore data operations model focused on capability, consistency and scalability. The solution began by addressing key data processing bottlenecks and expanded into a structured offshore capability across South Africa and Brazil.



Just great to have this team of people who have breathed life into the agency in ways that we couldn't have imagined it. They just a great bunch of people who have given all of us a fresh perspective on life in general."



Benjamin Davis
Head of Data & Research Technology, Opinium

The Results

The offshore model delivered immediate improvements in efficiency, capacity and data quality, enabling Opinium to reallocate consultant time toward higher-value client engagement and business development.



20 days per month returned to insight consultants



Faster and more consistent data processing



Increased capacity for strategic client work



Capacity

- Returned 20 days per month to insight consultants
- Freed consultants to focus on client relationships and new business development



Cost

- Achieved estimated labour cost savings of 40–60%



Efficiency

- Improved speed and accuracy of data processing
- Reduced manual workload and operational bottlenecks
- Enhanced consistency across global outputs



Implementation

- Injected fresh perspectives into the organisation, enhancing culture and enriching output quality
- Strengthened ability to scale without adding internal operational strain



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 & Research Technology, Opinium



Why It Worked

Opinium improved workflow quality and unified data management across locations, delivering greater efficiency, stronger collaboration and improved overall performance.

Strategic guidance

Potentiam provided diagnostic consulting to identify operational inefficiencies and design a tailored offshore model aligned to Opinium's data and research workflows.

Strong talent

Cape Town provided access to highly capable analytical and data-focused talent reducing manual workload and enhancing output quality. Brazil added further capacity and scalability for international support.

Seamless setup

Dedicated offshore teams were embedded into Opinium's global operations, ensuring alignment across London, New York and Amsterdam.

Embedded model

The offshore team functioned as a direct extension of Opinium's internal structure, enabling seamless collaboration, embedded culture and shared ownership of outcomes.

Ongoing support

Potentiam provided ongoing HR, recruitment and operational support, ensuring the offshore model remained scalable, stable and aligned to business needs.

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.

Book a free consultation with Potentiam.

[Connect with us](#)



[Potentiam](#)

info@potentiam.co.uk



www.potentiam.co.uk

+44 (0)20 3865 5600



P
Potentiam

⁰⁷
Op
Opinium