Potentiam

CharlesHope

Case Study – Global Real Estate

Building a Scalable Offshore Team for Rapid Growth

How Charles Hope scaled from zero to 21 offshore employees in South Africa, increasing capacity, improving operational efficiency and supporting international expansion.



Learn more

Scan to read Charles Hope's offshoring journey.

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The Challenge

Rapid growth placed pressure on Charles Hope's ability to scale key operational functions.

The business faced growing recruitment challenges in the UK.

Without additional capacity, the business risked slowing growth, delaying new projects and placing strain on existing teams.

- Strong business demand but limited operational capacity to scale
- Difficulty hiring skilled talent across customer service, finance, marketing and sales
- Recruitment cycles in the UK taking months for critical roles
- Shrinking talent pool following post-Brexit market changes
- Increasing pressure on service delivery and growth targets

Why change was necessary

Charles Hope needed a scalable solution that would allow the business to grow quickly without compromising service standards or over-relying on an increasingly constrained UK hiring market.



The Solution

The initial focus was on roles that were difficult to recruit for in the UK, enabling the business to relieve hiring pressure while expanding operational capacity. As the team expanded, the business gained greater delivery capacity, improved operational efficiency and stronger organisational resilience across departments.

Step 1

Planning

Potentiam conducted a detailed assessment of Charles Hope's operational requirements, identifying the functions best suited to offshoring and designing the team structure, reporting lines and KPIs required for long-term success.

Step 2

Talent Acquisition

Leveraging Cape Town's deep talent pool, strong English proficiency, cultural alignment with the UK and overlapping time zone enabled seamless collaboration between offshore and onshore teams.

Step 3

Integration & Growth

The offshore team was fully embedded into Charles Hope's day-to-day operations through structured onboarding, operational support and ongoing performance management.

> "The beneficial change to company culture that offshoring has brought has been phenomenal. With a much broader selection of international viewpoints across the teams, the new offshoring model has been hugely motivational to everyone."



Richard Maurin
CEO, Charles Hope International

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The Results

By building a dedicated offshore team in Cape Town, Charles Hope created the operational capacity needed to support continued growth across multiple business functions. The offshore model enabled the company to scale efficiently, access high-quality talent and strengthen service delivery without significantly increasing operational costs.

21-person offshore team, fully embedded

Stronger retention & team stability

Improved operational performance

Capacity

- Scaled from 0 to 21 offshore employees in just over 12 months
- Expanded capability across marketing, guest services, customer service, finance and sales
- Increased delivery capacity across multiple departments

Cost

- Achieved estimated labour cost savings of 30–50%
- Unlocked additional investment capacity for growth and expansion

Efficiency

- Improved service consistency and responsiveness
- Increased team stability and retention
- Built greater operational resilience across UK and South African time zones

Implementation

- Created an expansion-ready operating model
- Strengthened company culture through greater international collaboration
- Improved employee motivation and organisational performance
- Set a new benchmark for strategic growth in the competitive real estate and hospitality industries



> “At every level of the business, staff are qualified, well-trained and motivated, which is realised in the business's overall performance.”



Richard Maurin
CEO, Charles Hope International



Why It Worked

Charles Hope succeeded by approaching offshoring as a strategic growth initiative rather than a cost-saving exercise. By building a scalable operating model, the business increased operational capacity and remained competitive across the real estate and hospitality sectors.

Strategic guidance

Potentiam identified the functions best suited to offshoring and designed an operating model aligned to Charles Hope's growth objectives.

Strong talent

Cape Town provided access to highly skilled talent across multiple functions, with each hire selected for both technical capability and alignment with Charles Hope's culture and service standards.

Seamless setup

The offshore team operated as an integrated extension of the UK business, supported by clear communication structures, performance management and collaborative workflows.

Embedded model

The embedded HRBP led a structured onboarding programme that immersed new team members in Charles Hope's brand, service standards and operational processes.

Ongoing support

Continuous HR support, career development planning and employee wellbeing initiatives helped maintain high engagement, retention 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.

Book a free consultation with Potentiam.

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