Case Study – Sales & Customer Service

Scaling Customer Service and Expanding Across Europe

How Kane International achieved a 94% customer service rating, expanded into new European markets and added specialist functions by building offshore teams in South Africa and Romania.

Learn more

Scan to read Kane's offshoring journey.

Potentiam Ltd

The Challenge

Kane International had a long-standing reputation for outstanding customer support. It became increasingly difficult to hire skilled service and technical staff in the UK. Competition from higher-paying London firms made recruitment slow and expensive.

- Difficulty attracting skilled customer service talent at local salary levels
- Strong competition from higher-paying UK employers
- Need for experienced representatives aligned to company culture and service excellence
- Leadership resistance to outsourcing due to poor prior experience
- Concern over losing control of a core customer service function

Why change was necessary

Kane International needed to scale its customer service function without increasing cost pressure or compromising the service quality that underpinned its competitive advantage.

The Solution

Kane International partnered with Potentiam to build an offshore model focused on capability, cultural alignment and service quality. Starting with two customer service consultants in Cape Town, the model expanded into procurement, finance and European sales support, leveraging Potentiam's presence in Romania to access multilingual and technical talent.

Step 1

Planning

Potentiam partnered with Kane International to define the optimal offshore structure, evaluating locations based on capability, talent availability, cost-effectiveness and cultural alignment.

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Step 2

Talent Acquisition

Potentiam's talent acquisition team worked closely with Kane International to identify skilled candidates who embodied the company's values and demonstrated a strong commitment to customer service excellence.

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Step 3

Integration & Growth

The offshore team operated as an extension of the business, with Kane International retaining full control over management and quality standards. The model enabled scalable growth while maintaining the oversight and service quality critical to the company's reputation.

"We have a 94% success rating on Trustpilot. You can't fake those kinds of reviews. It was vital that whoever Potentiam employed bought into that concept of a world-class company with world-class customer service."

Philip Judd
Senior Manager,
Kane International

The Results

Kane International gained access to skilled talent at a lower cost base while maintaining full control. The model proved that high quality service functions can scale offshore without compromising performance or brand reputation.

94% five-star Trustpilot rating

Technical Service Desk scaled to 8 specialists within 6 months

European sales presence expanded

Capacity

- Technical service desk scaled to 8 specialists within 6 months
- Established German and French-speaking sales teams in Iași to support growth across Europe
- Expanded offshore capability into procurement and finance

Cost

- Achieved estimated labour cost savings of 30–50%
- Released budget for reinvestment and expansion

Efficiency

- Maintained high customer service standards
- Improved team stability and retention
- Increased operational resilience across functions

Implementation

- Built a scalable, expansion-ready operating model

> The need for more resources to support growth was clear, as finding the right talent locally proved difficult. Taking a leap with offshoring through Potentiam was truly rewarding."

Philip Judd
Senior Manager,
Kane International

Why It Worked

The partnership demonstrated that high-quality customer service and operational functions can scale offshore without compromising performance, culture or brand reputation.

Strategic guidance

Potentiam's expertise across offshore markets helped Kane International identify the best locations based on capability, cost-effectiveness, cultural alignment and long-term scalability.

Strong talent

Cape Town provided access to highly skilled customer service professionals aligned to Kane International service culture and operational standards. Romania's multilingual talent pool supported the expansion of German and French-speaking sales teams.

Seamless setup

The offshore team operated as a fully integrated extension of the business, with Kane International retaining full control over recruitment, management and quality standards.

Embedded model

Potentiam's local HR and operational support ensured the offshore teams integrated smoothly into day-to-day operations and felt connected to Kane International headquarters.

Ongoing support

Supported by Potentiam's recruitment, HR and operational infrastructure, Kane International was able to scale efficiently while maintaining the oversight and service quality critical to its reputation.

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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Potentiam

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