

# SCALING SMARTER, NOT JUST BIGGER

## HOW UPSILON REBUILT ITS TEAM WITH TALENTHUB — AT HALF THE COST



### CHALLENGE

Upsilon faced a difficult turning point in 2023. A slowdown in its market forced the business to downsize dramatically, and when recovery began, UK hiring costs made rebuilding the team locally impossible.

To grow again, Upsilon needed a way to scale fast, stay profitable, and maintain the same level of quality without reintroducing the high overheads that had limited them before.

**“TalentHub has enabled us to achieve operational growth in a more cost-effective manner than we would be able to locally.”**

— Zach & Ashley, Upsilon

### APPROACH

The relationship began through the Tempest network. After an initial conversation, Jo met with Upsilon’s leadership team for an in-depth discussion about their culture, structure, and expectations.

Rather than focusing on a formal process or heavy vetting, Jo’s understanding of Upsilon’s culture became the key. She recognised that success would depend less on CVs and more on finding people with the right mindset and attitude.

This human-led approach meant that every profile presented aligned strongly with Upsilon’s way of working - creating a team that felt like an extension of their UK operation from day one.

**“Jo really understood who we were compared to other businesses. That’s why the profiles were spot on.”**

### SOLUTION

TalentHub placed a dedicated team of South Africa-based recruiters, replicating Upsilon’s structure with:

- 4 salespeople
- 1 operations and compliance specialist

Each hire went through the same onboarding and training as UK employees. What quickly stood out was their proactive attitude - particularly from operations, where ownership, initiative, and problem-solving were far stronger than expected.

**“It’s not just a cheaper option — it’s a better option.”**

Upsilon’s leadership later visited TalentHub’s Pretoria office, which solidified their belief in the model. Experiencing the culture first-hand made it clear why the TalentHub teams were performing so well.

### RESULTS

- Five people for the cost of two: Upsilon now operates five offshore roles for roughly what two UK hires would cost.
- Improved operations: The SA ops manager is proactive, independent, and adds real value.
- Higher quality: South African recruiters match (and often exceed) UK skill levels.
- Cultural alignment: The team embodies Upsilon’s values, work ethic, and ambition.
- Lower stress: With dependable offshore delivery, leadership can focus on growth.

**“From a personal perspective, stress levels are substantially down because those guys just get on with it.”**



### THE *impact*

TalentHub helped Upsilon rebuild with confidence after a challenging year.

What began as a cost-saving move has become a long-term growth strategy, powered by better talent, a stronger culture, and a leadership team now fully committed to offshore scaling.

**“If you’ve tried growing a team in the UK, it’s much easier to do it through TalentHub, as long as you set it up properly.”**