

SCALING CONTRACTS, STRENGTHENING CULTURE

HOW APSIDA GREW ITS CONTRACT BOOK BY 30% WITH TALENTHUB



CHALLENGE

Apsida's permanent recruitment business was thriving, but their contract delivery couldn't keep pace.

With demand increasing across multiple geographies, their UK-based team struggled to respond quickly enough, and every missed brief risked losing both revenue and reputation. They needed a reliable, high-performing offshore team who could deliver quality candidates at speed, without compromising on culture or client experience.

"We needed to scale quickly, but without losing the quality and personality our clients expect."

— Ben, Apsida

THE *impact*

TalentHub gave Apsida the ability to deliver at speed and scale globally, without losing what made their business special. What started as a solution to resource challenges has become a partnership built on mutual trust and shared growth. Apsida now treats its offshore team as part of one unified business - and the results speak for themselves.

"We've grown our contract book by 30% in six months and worked with multiple new clients we couldn't reach before."

APPROACH

TalentHub partnered with Apsida to design an offshore delivery model that felt like an extension of the UK business - not a separate function.

Jo and her team spent time understanding Apsida's culture, tone, and humour - ensuring that offshore consultants would represent the brand authentically.

Rather than simply placing recruiters, TalentHub embedded a people-first team aligned to Apsida's values and energy.

"Jo is amazing - a real people's person who genuinely cares about the business and the people she works with."

— Ben, Apsida

SOLUTION

TalentHub placed a team of South Africa-based consultants focused solely on contract delivery. They provided round-the-clock coverage, enabling Apsida to service clients faster, across more time zones, and with greater consistency.

"It's been a brilliant solution - something I'd do again and again. I'm already planning to grow the team further."

The offshore team was trained to the same standards as Apsida's UK staff - ensuring candidates, clients, and colleagues all received the same high-quality experience. Collaboration between the UK and SA teams quickly became seamless, thanks to open communication and shared accountability.

RESULTS

- 30% growth in Apsida's contract book within six months
- Multiple new client wins that were previously out of reach due to capacity limits
- Improved client responsiveness with faster turnaround times across continents
- Cultural alignment — the offshore team mirrors Apsida's tone, humour, and high standards
- Long-term partnership built on trust, honesty, and shared success

"They're honest, collaborative, and successful - everything you want in a partner."

