

How Morphability Unlocked Sales Administration with Dijital Team

The Challenge

Morphability identified a gap in the market: many of their MSP clients needed sales administration support but lacked the resources or desire to hire dedicated staff. Internally sourcing skilled sales admin professionals locally was proving difficult and unsustainable. To deliver on this opportunity, Morphability needed a cost-effective, capable resource that could be quickly embedded into their business and trusted to interact directly with customers.

“The team member from Dijital Team has been an absolute standout – smart, personable, and proactive. He’s allowed us to launch a whole new service area for our clients, and the feedback has been overwhelmingly positive. Dijital Team made the process seamless, and we now have a new revenue stream we couldn’t have built otherwise.”

Brendan Rose

Operations Manager, Morphability



How Dijital Team Helped

Dijital Team partnered with Morphability to provide a skilled offshore sales administrator. This resource enabled Morphability to launch an entirely new service – Sales Administration as a Service, without the difficulty of recruiting locally. By sourcing, onboarding, and integrating the right candidate, Dijital Team helped Morphability establish a scalable service offering that it could deliver to its own customers.

Case Study: Morphability and Dijital Team

Customer Goals

Morphability aimed to achieve several key objectives:

- Build a new sales administration service offering
- Find skilled talent that was difficult to source locally
- Reduce time-to-hire and onboarding friction
- Deliver value quickly to customers through a capable, customer-facing team member



MORPHABILITY
BUSINESS GROWTH DEVELOPMENT

About Morphability

Morphability helps organisations, particularly MSPs, build structured sales and marketing engines that drive sustainable growth. Their services include ongoing consulting engagements, tailored workshops, and demand generation programs designed to help businesses manage opportunities, streamline sales processes, and generate high-quality leads. Founded only three years ago, Morphability has quickly grown into a trusted partner for MSPs and other businesses looking to scale effectively, combining sales leadership, strategy, and execution into a complete growth solution.

The Result

Within months, Morphability launched its new sales administration service, powered by the Dijital Team resource. Dijital Team became a critical part of the offering, directly servicing clients, receiving strong customer feedback, and helping Morphability expand this capability into additional client accounts. The speed and ease of delivery from concept to live service gave Morphability a valuable new revenue stream, with the business now actively pursuing further opportunities to scale the model.

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Case Study: Morphability and Dijital Team

Deliverables

Dijital Team provided Morphability with:

Skilled offshore sales administrator

Recruitment and onboarding management

Direct customer engagement and service delivery

Expansion of Morphability's service portfolio

Foundation for scalable new revenue streams



The Dijital Team Difference

Dijital Team worked with Morphability to identify the right candidate profile, managing the recruitment and vetting process end-to-end. The selected resource was onboarded seamlessly and integrated into Morphability's operations. The team member quickly distinguished himself as a high performer, personable, proactive, and highly skilled earning praise from both the Morphability team and end customers. His contribution allowed Morphability to immediately stand up a new revenue stream and deliver services to multiple clients.

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