



# How Opollo Implemented a Sales Development Representative to Increase Outbound Sales

## The Challenge

Opollo faced some operational challenges prior to engaging Dijital Team. The high cost of Australian labour made it difficult to allocate resources efficiently, particularly for repeatable administrative and campaign tasks. Additionally, outsourcing posed risks due to the sensitive nature of their client work, requiring strict security standards and trusted partners. Internal team members were spending excessive time on routine processes, limiting their ability to focus on strategic growth. Finding reliable offshore talent that met both quality and security expectations was a significant hurdle.

*“Dijital Team has helped take a huge operational burden off our plate. We now have someone we trust handling important day-to-day tasks, which means we can focus on growing the business. The security, reliability, and overall support have made them an easy long-term partner for us.”*

*Steven Morey*

Steven Morey,  
Opollo Marketing



## How Dijital Team Helped

Dijital Team partnered with Opollo to provide offshore support tailored to their operational and security requirements. This included sourcing, vetting, and onboarding a dedicated resource to handle sensitive administrative and campaign-related tasks. Dijital Team managed the recruitment process end-to-end, ensuring cultural alignment and technical capability, while also providing ongoing support, process improvement, and oversight to reduce internal workload and maintain high-quality standards.

# Case Study: Opollo and Dijital Team

## Customer Goals

- Reduce operational workload on internal team
- Maintain high-quality output and standards
- Ensure data security and compliance
- Improve efficiency in handling repeatable tasks
- Enable leadership to focus on business growth



# opollo

## About Opollo

Opollo is a specialised marketing agency operating within the MSP (Managed Service Provider) sector. The business focuses on delivering high-quality marketing services to clients with complex and often sensitive requirements. Due to the nature of their industry, Opollo prioritises quality, security, and reliability, with most of their team based in Australia. Their commitment to high standards means they rely heavily on skilled talent and robust processes to deliver consistent results while maintaining client trust.

## The Result

The partnership enabled Opollo to successfully offload time-consuming, repeatable tasks, freeing up internal resources to focus on higher-value activities. The dedicated offshore resource became an integrated part of the team, taking ownership of key responsibilities and ensuring consistent task completion.

This resulted in improved operational efficiency, reduced mental load for leadership, and greater scalability. Importantly, Opollo maintained their high standards of quality and security, which were critical to their business. The ongoing support and reliability provided by Dijital Team have made them a long-term partner in Opollo's growth strategy.

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# Case Study: Opollo and Dijital Team

## Deliverables

Dijital Team provided Opollo with:

Dedicated offshore administrative and campaign support resource

End-to-end recruitment and onboarding process

Cultural and skills alignment screening

Ongoing performance support and process optimisation

Security-conscious outsourcing solution tailored to MSP requirements

## The Dijital Team Difference

Dijital Team worked closely with Opollo to understand their specific operational, cultural, and security requirements. A tailored recruitment process was implemented, including detailed job scoping, candidate screening, and interviews to ensure alignment with the client's expectations.

Given the sensitive nature of the role, particular emphasis was placed on trust, cultural compatibility, and the ability to handle structured, repeatable processes with accuracy. Dijital Team also provided ongoing support and process refinement, helping improve efficiency over time and reducing the need for constant oversight.

Additionally, Dijital Team's strong understanding of MSP environments, including cybersecurity considerations and compliance standards, gave Opollo confidence in outsourcing critical tasks while maintaining control and security.

