

How SherpaTech Achieved More Offshore with Dijital Team

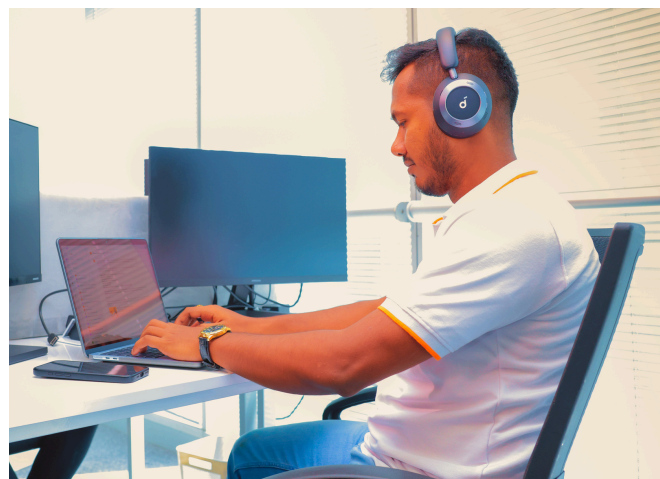
The Challenge

Before engaging with Dijital Team, SherpaTech faced difficulty in recruiting a candidate with the right mix of digital operations, marketing automation, and technical implementation skills. The SherpaTech team wanted to attract a candidate who could take ownership of systems like HubSpot, manage automation workflows, and support cross-functional projects. The challenge was not simply one of resourcing, but of finding the right individual with both the aptitude and willingness to dive into technical work while remaining agile enough to support the broader business. This gap created some bottlenecks for operations, keeping senior leaders entrenched in tasks that detracted from strategic planning and business growth.

“Our offshore team member has made a significant difference to our business. He’s technically capable, proactive, and works seamlessly with our onshore team. We’ve seen real improvements in efficiency, and our leadership now has the capacity to focus on the bigger picture. Dijital Team made the process easy from start to finish, and the results have exceeded our expectations.”

Tim Stephenson

Co-founder, SherpaTech



How Dijital Team Helped

Dijital Team collaborated with SherpaTech to address a persistent talent gap that had been constricting the company’s operational growth and digital strategy. By providing a uniquely skilled offshore team member, Dijital Team helped SherpaTech streamline its marketing automation, enhance its use of HubSpot, and execute digital tasks with greater precision and consistency. This collaboration ultimately led to the placement of a proactive, multiskilled team member who quickly became an integral part of the team. The resource now plays a critical role in the business, enabling efficiency gains, supporting various internal functions, and freeing up local leadership to focus on strategic objectives.

Case Study: SherpaTech and Dijital Team

Customer Goals

SherpaTech aimed to achieve several key objectives:

- Scale operations effectively without adding unnecessary complexity
- Source a digital resource with strong CRM and automation expertise
- Identify talent capable of working independently and contributing creatively
- Reduce manual workload onshore to free up leadership bandwidth
- Streamline marketing and sales processes for better efficiency
- Ensure seamless integration of new talent into the existing team
- Support future scalability through more efficient internal systems
- Maintain high service standards for their technology-driven clients

About SherpaTech

SherpaTech is a specialist insurance brokerage based in Australia that focuses on serving technology businesses, including managed service providers, system integrators, infrastructure providers, and tech vendors. The company's strength lies in its ability to translate complex technology risk profiles into clear and actionable insights that align with insurance industry standards. By bridging the gap between innovative, tech-forward clients and established insurance providers, SherpaTech ensures that each client receives tailored coverage that accurately reflects their unique risk landscape.



The Result

The partnership between Dijital Team and SherpaTech delivered meaningful impact almost immediately. With the offshore digital operations team member in place, SherpaTech was able to offload time-consuming manual tasks and regain much-needed operational clarity. The new team member seamlessly took ownership of key systems like HubSpot, managing automation workflows, supporting social media activity, and contributing to internal communications. His initiative and agility made him a vital part of the team from the outset.

This shift allowed SherpaTech's leadership to redirect their focus toward business development, client relationships, and strategic innovation. The efficiency gains extended across multiple departments, with marketing, sales, and operations all benefitting from smoother, faster execution. As the offshore resource became more embedded in the company's rhythm, internal coordination improved and the business became more responsive to both client and market needs.

Importantly, the engagement helped validate a distributed team model for SherpaTech—one that is cost-effective, scalable, and sustainable. With the confidence provided by Dijital Team's infrastructure, oversight, and recruitment expertise, SherpaTech is now positioned to scale operations without sacrificing service quality or internal cohesion. The results of the partnership have laid a strong foundation for future growth, improved business resilience, and a more empowered leadership team.

CONTACT US

+61 300 083 267
info@dijitalteam.com
www.dijitalteam.com

Head Office (Australia):
Level 3, 144 Edward Street
Brisbane QLD 4000



Case Study: SherpaTech and Dijital Team

Deliverables

Dijital Team provided SherpaTech with:

A fully integrated offshore digital operations resource

·Support in job scoping and role definition

·End-to-end recruitment process and candidate sourcing

·Cultural alignment assessment to ensure team fit

·Onboarding support to facilitate a smooth start

·Access to professional office infrastructure in Sri Lanka

·Ongoing integration and performance oversight for long-term success



The Dijital Team Difference

Our approach went beyond recruitment—we built a sustainable resourcing model tailored to SherpaTech's specific challenges. By deeply understanding the team's workflow, we ensured the offshore hire could operate autonomously, add immediate value, and integrate seamlessly into existing systems. Regular performance check-ins, cultural alignment focus, and hands-on support ensured that the solution was not just functional—but transformative.

CONTACT US

+61 300 083 267
info@dijitalteam.com
www.dijitalteam.com

Head Office (Australia):
Level 3, 144 Edward Street
Brisbane QLD 4000

