

How Innovative Payment Platform Simply Zibra Unlocked Growth with a Backend Developer and Achieved More Offshore with Dijital Team

The Challenge

Simply Zibra faced significant hurdles in recruiting and retaining high-quality technical talent. Previous attempts to hire through platforms like LinkedIn yielded less than desirable results, with hires often failing to meet the required standards or staying with the company for long. This left the founders juggling technical development tasks alongside their business responsibilities. The need for a back-end developer to take ownership of integrations and other technical tasks became critical, as these roles required expertise that neither founder could fully provide.

“With Dijital Team, the process was incredibly smooth, and their support in finding and onboarding a skilled developer has been invaluable. The Dijital Team resource has been a game-changer, allowing us to focus on the big picture while knowing the technical work is in good hands.”

Elliot Braham

Co - Founder of Simply Zibra



How Dijital Team Assisted

Dijital Team partnered with Simply Zibra to address their need for skilled technical talent, providing a dedicated and highly capable back-end developer to support their platform's integration and development needs. Through a seamless recruitment and onboarding process, Dijital Team ensured Simply Zibra received a resource equipped to handle the complexities of backend development, reducing operational strain on the founders and enabling them to focus on strategic growth.

Case Study: Simply Zibra and Dijital Team

Customer Goals

The founders set clear goals for their partnership with Dijital Team:

- Recruit a skilled back-end developer to manage integrations and system architecture
- Alleviate the technical workload on the founders, allowing them to focus on business strategy
- Ensure a streamlined recruitment process to save time and resources
- Maintain high standards of quality in technical execution
- Lay the groundwork for scaling the platform's capabilities and features



About Simply Zibra

Simply Zibra is an innovative payment optimisation platform that connects various payment cards, rewards, and loyalty schemes, enabling users to maximise cashback and rewards effortlessly. Founded in 2021 at the Antler startup accelerator, Simply Zibra quickly gained traction with its unique approach to streamlining payment optimisation. Despite their innovative product and early success, the founders, Elliot and Trina, faced challenges in scaling their technical team to meet the demands of their growing platform.

The Result

The contributions of the Dijital Team resource transformed Simply Zibra's operations. By taking ownership of integrations and backend tasks, they freed the founders to focus on strategic decision-making. The resource played a pivotal role in streamlining data processing and linking various systems, significantly reducing the operational strain on the team. While Simply Zibra faced broader business challenges unrelated to the partnership, the integration of the resource into the team was considered a resounding success, showcasing the value of Dijital Team's recruitment and onboarding approach.

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Deliverables

Dijital Team provided Simply Zibra with:

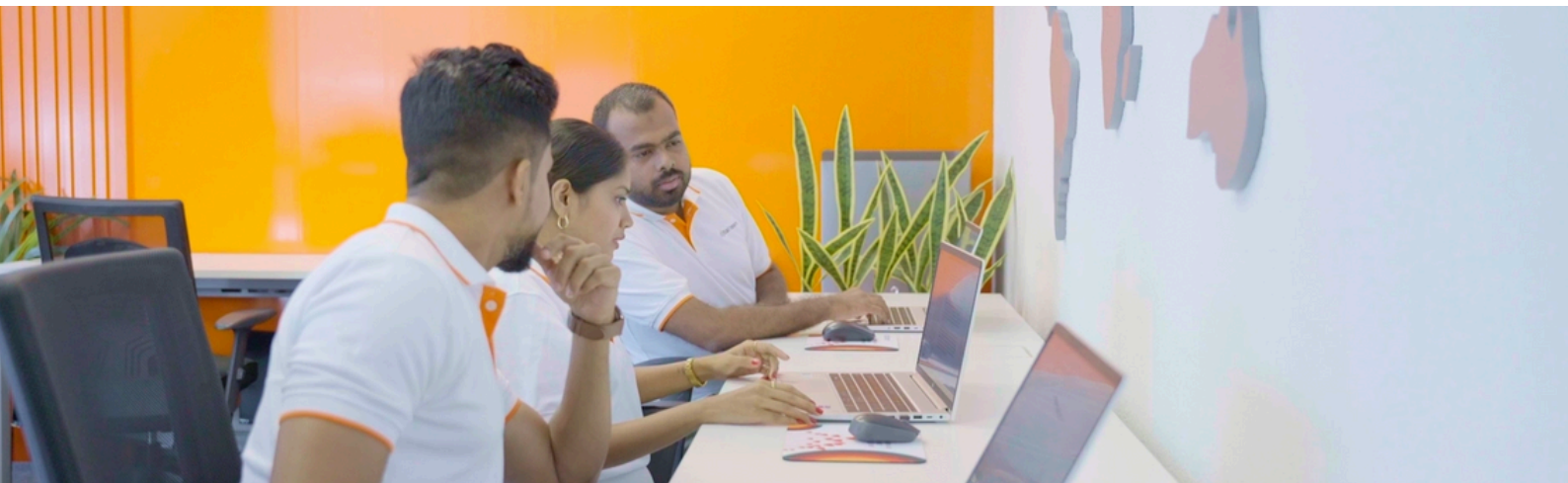
A skilled back-end developer proficient in handling integrations and backend architecture

A tailored and efficient recruitment process

Comprehensive candidate vetting and interview coordination

Onboarding support to ensure a smooth transition

Ongoing resource management and communication to maintain quality and alignment



The Dijital Team Difference

Dijital Team approached Simply Zibra's requirements with a tailored solution. After understanding the company's specific needs, Dijital Team sourced and vetted candidates with the necessary technical skills and cultural fit. The process involved presenting resumes, coordinating interviews, and refining the selection process to align with Simply Zibra's expectations. The selected resource was integrated into the team after a thorough three-round interview process. Dijital Team ensured the resource was prepared to deliver value immediately, equipping them with the necessary tools and insights about Simply Zibra's platform and development priorities.

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