



OFFSHORE OUTSOURCING • MANAGED STAFF LEASING • PROJECT-BASED

# A Definitive Guide to Outsourcing Virtual Assistants

# Executive Overview

The worldwide outsourcing market grew to 92.5 billion dollars in 2019 from 2000 to 2019, and it is still growing. Over 1 million virtual assistants (VAs) from India and the Philippines work for companies all over the world. Virtual assistants are accustomed to managing businesses across a wide range of platforms. In 2011, the Philippines overtook India (once the proud outsourcing capital) as the country with the most call center workers. In the last five years, the number of Filipino virtual assistants has exploded due to increased demand.



However, because the COVID-19 epidemic struck small and medium-sized businesses the hardest, entrepreneurs all over the world outsourced their business operations in order to save money and stay afloat.

COVID-19's onslaught came with financial troubles that are undoubtedly one factor for the continuous rise in virtual assistant services over the last few years. Financially successful firms, on the other hand, have not been aloof observers of the phenomenon.

The clear advantages of outsourcing company chores and hiring virtual assistants have prompted them to implement the practice on a large scale in order to meet their long-term revenue targets. The fact that the global outsourcing industry was worth \$92.5 billion in 2019 speaks volumes.

If you operate a small business and want to make some money, virtual assistant services are undeniably a good choice, as smart business people all around the world have turned to virtual assistants as their hidden weapon.

Companies in the United States and Canada may hire virtual assistants in India and the Philippines for a fraction of the cost of onshore virtual labor. The virtual assistant sector is expected to be worth \$5 billion in the United States, with Canada and Australia not far behind.

This remote workforce's expertise is making a difference in terms of financial efficiency. Functional competency and cultural compatibility are essential components of a successful partnership. Simply put, you want someone who can execute the job and blend in with the rest of the team.

In this white paper, we discuss:

- The types of virtual assistants and the VA talent market today
- The top reasons to outsource VAs for your business.
- See how Addmore Outsourcing can help you hire top-tier talent.

# Definition

A virtual assistant is a professional who helps remotely as a devoted resource for a customer in order to reduce the workload of the business owner.

According to Kevin Leyes, Chairman of Leyes Enterprises and CEO of Leyes Media, *"A Virtual Assistant is essentially an administrative assistant who helps with a diverse array of professional functions to support a company remotely." They are also known as online secretaries or online assistants. Many of them handle the same tasks as a traditional secretary but without the need for physical space in your office. A variety of technology tools allow them to effectively carry out tasks from afar. "*

A virtual assistant is an outsourced worker that meticulously executes allocated duties and takes complete responsibility for the project, allowing the customer to concentrate on the greater picture.



# Types of Virtual Assistants

Because outsourcing services have become a need for most small-to-middle-market businesses, it is now common practice to hire someone from outside the country. Before you recruit someone, you must first determine what services you require. There are several sorts of VAs that may assist you with administrative responsibilities, depending on the nature of your organization. Here are a few of them:

## Virtual Administrative Assistant

General Virtual Assistants are a popular term for these professionals. These virtual assistants are similar to your workplace secretaries. The only difference is that they work from home and can't give you a meal or a cup of coffee. Because most busy business owners are unable to meet all of the expectations in their sector, it is advisable to delegate jobs. They may help you manage your emails and calendars, create reports and presentations, schedule appointments, and more, allowing you to focus on your business's main activities.



## Social Media Marketing VA

It is critical to promote your industry in order to get clients. Hiring a social media specialist is an excellent way to promote your company online. It is critical for businesses to stay up to date with current trends in order for their products and services to be visible and well-known. How? Using the services of social media marketers may help you promote your brand while saving you money on advertising expenditures. These professionals may handle the company's social media profiles on Facebook, LinkedIn, Instagram, Tik Tok, Twitter, Pinterest, and other websites.



## VA Content Writers



These virtual assistants, often known as ghostwriters or creative writers, handle the majority of your company's writing needs. Writing content is complicated, especially when attempting to advertise a business. Article writers may assist you in writing meaningful articles. Hiring remote workers with outstanding writing skills might help you promote your firm and expand it.

## Virtual Bookkeepers

Financial virtual assistants aid you in managing your company's cash flow. You won't have to worry about payroll processing or other financial aspects of your organization if you choose a knowledgeable and trustworthy specialist. To prevent mistakes, make sure they have the appropriate skills and understanding before entrusting them with accounting work.



## Real Estate VAs

These are administrative assistants that support real estate professionals by providing services and assistance. The majority of Filipino internet workers work in the United States, Australia, and New Zealand. Real estate agents transfer the majority of administrative chores to their virtual assistants so that they may concentrate on selling more homes. Apart from administrative tasks, they can also be a member of the sales support team, doing tasks such as prospecting, lead creation, and database maintenance, to name a few. These virtual assistants are a cost-effective alternative for agents since they allow them to focus more on their clients' and in-house staff's demands.



Hiring a trained and professional virtual assistant is one of the smartest business decisions you can make. They can surely help you build your business if you maximize their potential.



# The VA Market Today – Why the Philippines?

Managers have ended up undertaking more administrative work themselves as executive assistants have vanished from the office landscape in an effort to minimize expenses. In fact, according to a 2005 Pace Productivity study, managers spend up to 25% of their time on administrative tasks!

It may seem absurd that a corporation would pay someone \$100+ per hour to fill out an expense report, but that is the reality of our society. The value of these 10 hours per employee each week spent on non-core tasks to businesses is enormous. A reduced number of full-time administrative assistants may have saved money, but at what cost to executive productivity and business growth?

The fact of the matter is that the next wave of administrative assistance is already accessible. They're virtual in the sense that they work for you remotely, and they're on-demand in the sense that you just pay for the hours you need in exchange for the outcomes you want. These virtual assistants are highly trained and skilled administrative specialists who vary from traditional secretaries in several respects.

Hiring a virtual assistant in the Philippines has its own set of advantages. Filipino workers are naturally self-motivated, dedicated, and diligent, and they are exemplary employees when it comes to self-esteem and maintaining respectful, genuine connections with colleagues.

Although this new business model is certainly well-suited to some scenarios, some company procedures, such as accounting, customer service, and human resources, benefit from a traditional, human-centered corporate environment with a strong workplace culture and ethos. The Philippines, then, is the ideal location to assemble your team.

## High English Proficiency

Many Filipinos speak English as a second language, and the country has one of the highest literacy rates in the world, at 96.2%. Filipino virtual assistants are popular because of their neutral speaking accents; they sound like Americans, which makes them easier to understand. This simple fact provides a significant benefit: the remote team member can effectively integrate with any team. This also allows for seamless communication with colleagues and customers.



## Filipino Culture

The Philippines has a very appealing culture that is known for radiating optimism. This culture is based on a web of social ideals that binds the great majority of the population under a common set of values and religions. Respect for authority, excellent interpersonal ties, great self-esteem, and strong religious faith are all traits that the Filipino people highly appreciate. While the depth of their opinions may surprise many foreigners, the Filipino people's deep devotion to their culture makes them excellent workers and employees.

# Top Reasons To Hire a Virtual Assistant

A VA from Addmore Outsourcing can provide you with a variety of benefits. They are useful in various elements of entrepreneurship in addition to their specific job. The following are the top five advantages of employing a virtual assistant:



## Reduce Operating Expenses

If you don't have adequate resources to improve your business processes, ensuring optimal client happiness might be difficult. This is a typical issue for many firms that a VA can easily tackle, even on a shoestring budget.

As a result, engaging a VA to concentrate on automation and customer happiness might save you a lot of money. The right VA's abilities and experience can help you enhance your procedures without breaking the bank.

## Increased Productivity

Email management, content development, follow-up, and daily reminders are examples of repetitive business activities that may be transferred to virtual assistants so that your team can focus on other responsibilities. Because virtual assistants are not required to work on a conventional 9–5 schedule, the turnaround time for work assignments might be reduced depending on when they are delivered.

With a pile of duties stacking up on your plate if you're a solopreneur, your odds of finding time to concentrate on the strategic side of your business are slim. You waste your time on the most time-consuming jobs in the organization, ignoring the company's most important goals.

Hiring a virtual assistant from Addmore Outsourcing will solve this problem and reduce your chances of burnout. You should not spend all of your time on administrative tasks. Delegate responsibilities and concentrate on your top priorities to protect your most precious assets.



## Access to specialized/technical skills

The international job market is bursting at the seams with brilliant individuals and industry experts. Outsourcing provides you with access to professionals with world-class technical abilities and specialized knowledge who can elevate your company to new and exciting heights. Outsourcing jobs like social media marketing, website maintenance, graphic design, accounting, bookkeeping, and other administrative support work is becoming more feasible because these are handled by specialists in their fields who have the flexibility to learn even more sophisticated duties. Use this advantage to improve business operations, boost sales, and stay on top of the worldwide market.

## Improved Business Flexibility

Virtual assistants from Addmore Outsourcing are extremely adaptable, so they will always be there when you need them. They can work around your schedule, allowing you to do more things than normal. Having a virtual assistant boosts your company's productivity by allowing more individuals to focus on attaining the company's objectives. Outsourcing has the advantage of allowing you to recruit virtual assistants from all over the world with varied time zones. Take advantage of the time difference and keep your business going even when you're sleeping.

Creating a timetable that works for everyone and the company doubles your productivity without investing a lot of money.



# How ADDMORE Outsourcing Can Help Your Business



Any business's development necessitates the use of outsourcing partners.

They may also aid you in transitioning your business to a new remote working paradigm and hiring the best remote workers.

Typically, outsourcing partners may advise you on how to choose a suitable applicant for a certain job position or even manage the full hiring process on your behalf.

Addmore Outsourcing, a BPO division of Addmore Services, may help cut costs and improve operational procedures by helping to search, hire, and train virtual employees for your firm. At Addmore Outsourcing, we can assist you in hiring VAs or other professionals for important job roles, such as associate business development manager, financial advisor analyst, and administrative executive assistant.

Our highly-skilled, professional VAs may help you streamline your professional (and personal!) life and create a stress-free work environment. More prospects for your company's development and growth result from this. Effective VAs in many specialties and sectors are available from Addmore Outsourcing. Service assistants are available on a full-time basis to make your life easier.

# Conclusion

Over the past few years, it has been essentially established that the future of work is outsourcing and a hybrid workforce. More and more businesses are adopting the virtual model with more fervor because the benefits are too significant to ignore, even when enterprises like Yahoo, Tesla, and Best Buy mandate or reverse work-from-home arrangements.

We believe that now is the ideal time to invest in a virtual staff, embrace virtual workforces, and build a more flexible business because of the cost savings, productivity improvements, and even environmental effects.

It is also clear that SMB owners will rely extensively on virtual assistant services to reduce overhead expenses and dramatically increase their ROI in the next few years when you combine that fact with the advantages and rising recruiting trend for virtual assistants.

Prepare to hop on board and assign tasks to virtual assistants so you can focus on identifying business prospects and reaching new heights. Utilize the advice provided in this article to identify the ideal match for your requirements and reclaim your valuable time.

What are a few company duties you want to outsource? Now that remote work is a part of the new normal, Addmore Outsourcing can definitely close the gap for your company to partially or even entirely move towards digital.

At ADDMORE Outsourcing, we can help you benefit from having a full crew of highly qualified and motivated virtual assistants available to support you as you expand your company. For clients in the United States, the Republic of Ireland, the United Kingdom, New Zealand, Australia, the Middle East, and other countries across the world, we provide a comprehensive selection of affordable offshore and outsourcing options.

*Get in touch with us to learn more about our wide array of BPO services. Profit from the countless advantages of outsourcing to the Philippines. Schedule a free consultation and get a quotation by contacting us at (702) 751-3916, ext. 3916 or email us at: [outsource@addmoreservices.com](mailto:outsource@addmoreservices.com)*

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