



CASE STUDY

CPA Firm Proves You Can Grow Your Business by Streamlining Administrative Tasks with a Virtual Assistant

Problem

Mike Richards of Richards & Associates wanted to streamline his CPA services business. With the economy in a tailspin, he started seeking out opportunities to outsource some of the administrative tasks that were burdening his core staff, to allow them to focus on actual client work that generates income. Richards & Associates perform audits of financial institutions and in order to be profitable, his staff needed to be out on site at the clients' offices doing audits. He found that staff members were taking time out of their day just to take care of administrative tasks on their own that could easily be outsourced.

Additionally, he was finding it extremely difficult to keep up with responding to new business proposal requests in a timely fashion. He started researching administrative support options and had tried other services like eLance.com but never found the right match until he struck up a conversation on a Southwest flight. Richards' seatmate on the flight raved about his virtual assistant (VA) and how much they had helped him to streamline his business. That VA was Cybertary.

Solution

Cybertary was a perfect solution for Mike Richards and Richards & Associates for three reasons:

- 1) Cybertary took over many of the administrative tasks that were taking staff time away from revenue-generating activities and costing the company and staff a lot of time and money both in commute time and in productivity
- 2) Cybertary prides themselves on being very secure and have pledged publicly that they do not outsource to teammates outside of the U.S. in order to protect their clients
- 3) Cybertary helped increase efficiency for Mike Richards response time to new business requests

Results

"Cybertary's VAs are meticulous in their work and extremely fast. I often contact them for a project and the work is returned before the scheduled deadline."

"The level of expertise I get from the Cybertary VA team far surpasses the experience I'd get from just one administrative assistant. We have been able to consolidate offices, thus allowing us to reduce our administrative and overhead costs, commute time and associated costs."

"Confidentiality is critical in our business, dealing in audits for financial institutions. Even though Cybertary doesn't currently work on any projects that involve sensitive materials, Cybertary has openly pledged that they are very secure and do not hire VAs from outside the U.S. in order to protect their clients."

"Cybertary has allowed me and my staff to be more efficient and effective. My staff can now focus on working with our clients on the audit activities, their area of expertise, rather than taking time to do administrative tasks. Cybertary also turns around my new business proposals in just a day, something that used to take me a week to 10 days on my own. The result has been that I have been able to GROW my business, despite the economy."

About Roseville Cybertary

The Roseville Cybertary franchise was established in January 2007. Their business model was established to meet the growing demand for reliable and professional administrative outsourcing. Those interested in learning more or working with Roseville Cybertary can contact us at [916-303-4550](tel:9163034550)

