



## Virtual Assistant's Story

Marta used to work as a PA to high flyers in the Media and Entertainment industries. A decade ago she traded the hustle & bustle of commuting, work trips and the tedium of the 9-5 for the freedom and flexibility of working from home as a virtual assistant. Like many people in the VA industry, Marta wanted to improve her quality of life, spend more time with her husband and kids, and regain control of her life.

Marta's business is now thriving, and she has several remote va's working on tasks for her clients. she has published books on related subjects, is in demand for training and mentoring programmes, and with the explosion of social networking & the popularity of her regular blogs, it seems there is more to do every day.

Marta's big advice for startups is this; get organised, stay productive, don't take on more than you can handle. The only problem is that with success it becomes increasingly difficult to follow those rules. With an increased workload, business meetings, staff to supervise and more time-consuming micro-management every day, Marta is basically back to square 1 – overworked and stressed out.

Marta heard about Ava from a client who works in criminal law, whose firm has been using Anya's iLaw systems for around 10 years. She was complaining about how her working life had yet again gone out of control, and the client had an inspiring story of how the iLaw software transformed the way his firm worked. The business had seen a huge jump in productivity, and as a manager he had far greater awareness of the business as a whole. Any information relating to cases, finances, clients and staff was now accessible at the touch of a button. He hadn't seen the over-stuffed filing cabinets in the basement for nearly 5 years, profits were still rising, and he was actually getting home in time for dinner every night.

Marta heard that this same software company was developing a new product to meet the needs of a broader range of customers, and was paying real attention to the unique problems faced by Virtual Assistants. She got in touch to arrange a demo, better understand the source of her problems, and exactly what Ava could do to address her needs;

Using Ava would be the simple and intuitive way to improve almost every aspect of her business. With greatly enhanced efficiency, Marta would have a wider overview and more control over financial targets, contact information, time recording, fee calculations, and staff performance. Crucially for her, using the workflow management system would allow an unprecedented awareness of business processes; from planning through to completion, there would be transparency in who was doing what and when, how long it was taking, and whether alarm bells should be ringing for the business or the client.

With instant access to all related documents and information, Marta and her staff would be able to switch between tasks and clients instantly - meaning less call-backs, easier communication and much smoother client relationships. Strategic Analysis would become an ongoing process, with a detailed overview of any aspect of the business becoming a 3 minute job instead of a 3 hour one.

With Ava, Marta's awareness and overall grip on her business life could be vastly improved. Many of the administrative, financial and organisational tasks which feel like such a waste of precious time would become almost automatic. Accurate and professional invoicing, supplier details, management accounts and client reports would be just a click away, not just saving time and money but really helping her to make it.

As Marta found out, Ava offers no less than a holistic approach to the business process. When coupled with your skills and experience, Ava ensures that growth and success are a calm experience of rewarding expansion - rather than one of sprawling chaos.