



# Ossisto Sustainable Outsourcing Model

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## Abstract

Outsource2Ossisto is one of the paramount virtual assistant and outsourcing service providers for all the major industries. The immense experience its experts and professionals have with each of their clients resulted in a discovery of pattern which later developed into an efficient mutual work model. This white paper contains details on a working model that will definitely convert all the current challenges involved in associating with a virtual assistant to create productive outcomes.

Usually, if a person needs a virtual assistant; he or she will check the internet for a highly rated agency or individual experts on platforms like Fiverr or Upwork, PeoplePerHour, Freelancer, etc. However, there is always challenges working with a remote employee and only if the work model is set in the right direction then one can get the work completed on right time without any errors and discrepancies. This white paper is an eye-opener on what works and what not. As it is completely based on Ossisto professional's first hand involvement in creating years of remote working strategies that actually work perfectly for all the industries alike, the chances of errors are less.

# The Challenges

Remote working involves an individual or a group of individuals working for a single client or multiple clients from anywhere around the globe. While micromanaging the in-house employees, organizations face with many glitches, inefficiencies and chaos. Then imagine the kind of challenges one can face managing a remote team. If it is the first time hiring a VA then it is going to be extra laborious.



## Things that can go wrong

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- Communication constraints caused by time zone differences
- Wrong parameter considerations in choosing a VA
- Hiring a specialist to do only one task and not setting clear goals
- Indiscretion and missing on important details while assigning tasks
- Allowing no independence and micromanaging
- Exhibiting no encouragement or not giving the experts enough credits
- Using no project management tools
- Technical errors

However, the Ossisto sustainable outsourcing model explained in the further section can flatten the challenge curve tremendously.

# Various Working Models in An Agency

Most of those who are in the outsourcing industry will know the existing models guiding professionals in this field on how to work. Many of these may not be truly efficient. Have a look at some of the major ones.

## Model 1

### Direct Model

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In this model there will only be a client and a virtual assistant. All the communication is direct and straightforward. Though this model will appear truly efficient, it has its own faults.

First and foremost, the intention of taking assistance from a VA is to reduce the workload and have carefree self-time. Direct model demands the clients to treat the VA as any other in-house employee. The only difference here is one can save on the budget. However, constant communication, training and guidance should all be initiated by the client.



### Negative Aspects of the Direct Model

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- Clients should involve in all the steps
- VAs will have lesser freedom
- A lack of second opinion on projects
- A replacement of the VA in case of emergency is non-practicable

## Model 2

### VA Project Manager Model



When the communication between the client and the customer is moderated by an expertise or a senior professional, the agency is following a virtual assistant project manager model. Ideally, a lot many issues in the direct model can be eliminated here. VA or VAs has the freedom to choose the work timings, have always someone to guide till the completion, there will be no scrutinized micro management and a smooth monitoring process is in place.

#### Negative Aspects of the Model

- Creates a bottleneck in the system as the manager checks and recheck all the processes.
- Disagreements between the VA and the manager will result in more time to complete the projects. So, those organizations following this model should choose its project managers wisely.
- The client should pay more, as 2 experts are involved in such a working model.
- The agency needs to have many clients to see this model pay. This is because more professionals are included in the process.



## Model 3

### Skill Shortage Model

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If you are running a virtual assistant agency or you have yourself been a VA at least once in your lifetime; you know that sometimes clients ask for skills that you don't have. This is not a bad thing at all, learning new skills is an added advantage for an individual but when it comes to an agency, it is an act of over-burdening an employee. Skill shortage model is when agencies has fewer employees and yet, sign up with more number of clients purely with a profit making attitude.

For example, what happens when a content writer is made to do a website developing task and social media handling all in one go? Well, he or she is expected to do multitasking. Smaller agencies with less staffs mostly follow this model.

#### Negative Aspects of the Skill-shortage Model

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- The quality of the work will be compromised
- VAs will always be overworked
- Imbalances will result in employee dissatisfaction
- High attrition rate



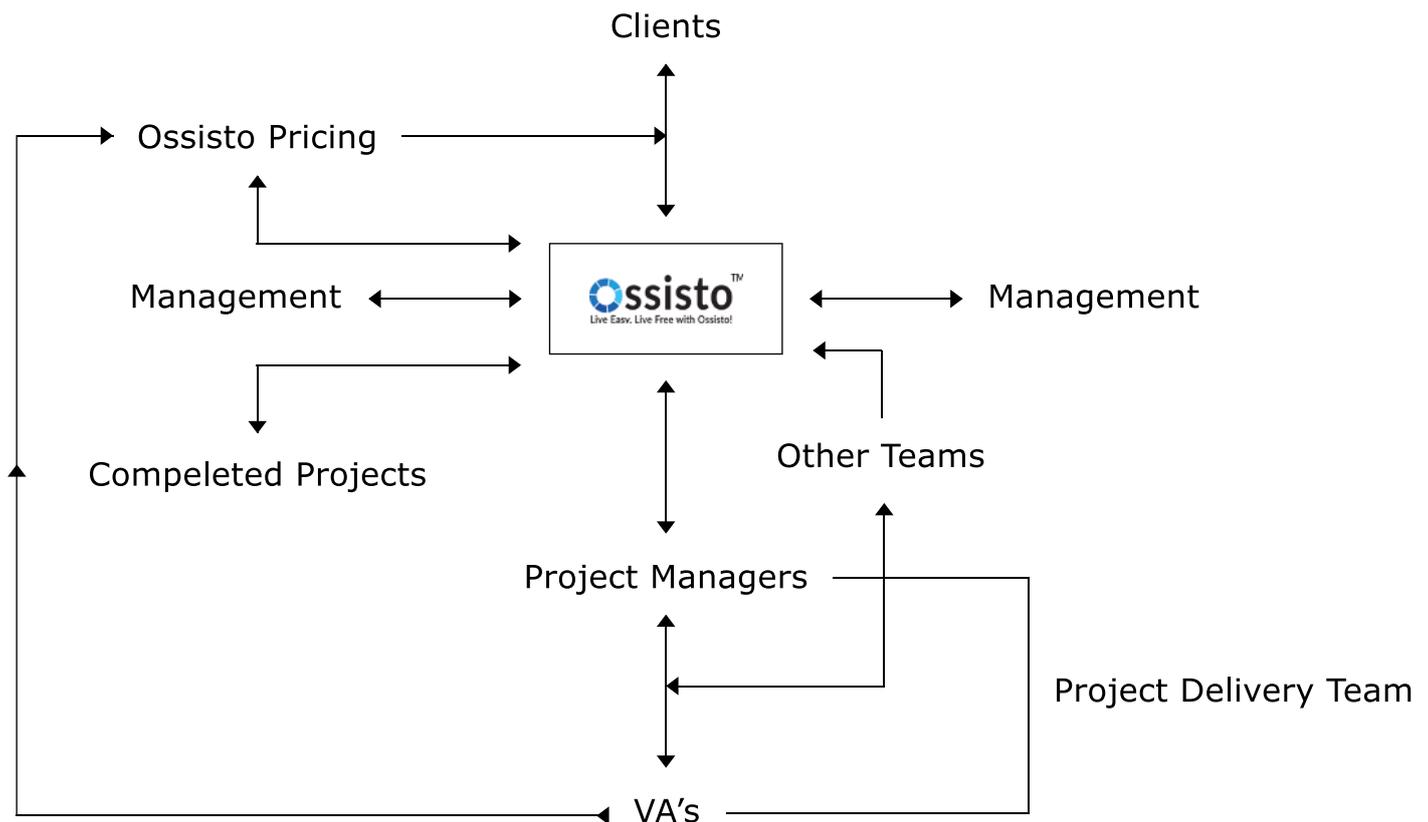
### The Ossisto Model

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Ossisto, a virtual assistant company that everybody relies on, have happy satisfied customers around the globe. Through careful marking of the trends that bring high efficiency into a process and taking only the advantages of all the existing outsourcing models; Ossisto has created one of the ideal models that all the agencies can truly follow to reap all the benefits. This model is perfectly balanced and considers happiness of both the clients and VAs. Let us call this super working model as **Ossisto Sustainable Outsourcing Model**.

# Ossisto Sustainable Outsourcing Model

Through days of trying out various working models, the organization was able to find the fine track that makes the days smoother and gain higher ROI. This sustainable model has project managers, clients, VAs and other experts on the same plane. They can all talk with each other, discuss unanimously and then decide on the best strategies. This is exactly why all the professionals at Ossisto are hand-picked and have great communication skill and quick adaptation mind-set.



**Ossisto Sustainable Outsourcing Model**

While figuring out the best VA model that works perfectly for all the industries, the following factors were taken into consideration.

**Strategic Effectiveness:** Any action initiated by Ossisto, VAs keeps in mind the organization's goals along with adding benefits for the clients.

**Operational Efficiencies:** All the services are intended to save time and money for all involved in the process. Into the work environment, the dynamic leaders bring performance measuring methods to identify and eliminate unnecessary steps and complications. The right amount of management and monitoring in a way that the VAs do not get weighed upon and pressurized by the clientele expectations and peers is followed.

**Customer Intimacy:** Get the project, complete it, take the payment and send a courtesy email. This is not what the sustenance model demands. From the time when an inquiry is made by a client, a journey of partnership starts. Though VAs works on the outsourced projects, clients feel as if they have an extended team working arduously for their company's progress.

Proactive customer relations desk is made available 24/7 to all those who wants to communicate with the organization. Also, the digital marketing team creates amazing client outreach and online programs that fascinate customers to go for the clarity and reliable services that brings value additions to their doorsteps.

**Value Leadership:** VA at Ossisto is not just robots programmed to work only according the client commands and requirements. Here, each professional is equipped with tools and skills to lead projects single handedly. Yes of course, there are project manager that looks overall into the project but all the professionals are capable of leading the tasks individually.

Each of the VAs has a considerable fan base among the clients and the number of appreciation letters received is just a minor proof. While the intake, each of VAs are screened for core leadership values such as integrity, authenticity and ability to make a difference. For instance, if Ossisto VA received a social media handling project, the experts try to strategize unique solutions that not only solve an issue, but creative and innovative components are added into it. Mundane is considered as an enormity pushing all experts to excel in whatever they handle.

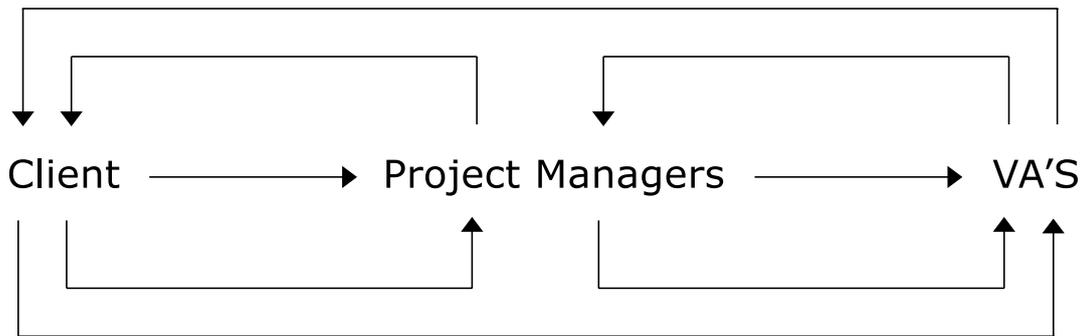
**Strategic Agility:** Ossisto experts have the ability to move smoothly through work processes, demonstrating organizational value, 360-degree accountability and capitalizing on the best opportunities. Ability to move strategically and quickly while dealing a project is a result of the power of observation and Fervent hard work.

# Elements of The Model

In the modeling process, the professionals at Ossisto carefully studied how to take the best out of the below detailed elements. So, the new sustainable model leverages on top class components.

## People Involved

VA OR VAs, the client, the project manager and the entire Ossisto team. It is the realization that togetherness is a power and communication is the true solution, a non-linear channel is opened up to the client. It is the client’s choice that is given more importance here. From choosing the VA and with whom the communication should be maintained, it is the client’s choice. But when it comes to analyzing and scrutinizing a task completed by a VA; project manager plays a crucial role. Here in this sustainable model, anyone can take the help within the team and everyone is equally competent.



### Non-linear Involvement of People

It is a non-linear model with a robust support system. A fast replacement of VAs in case of dissatisfaction at the same price and sometimes at discounted rate helps the organization in retaining its clients even during tough economic situations. For instance, in the beginning of 2020, pandemic Covid-19 has resulted in millions of people losing their jobs. However, Ossisto could support all its clients’ in running their businesses normally by giving total assistance.

## Communication Ways

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In the Ossisto sustenance model, all the individuals involved are communicators and receivers. So, the sender and receiver need to hone up the skills on encoding and decoding the messages.

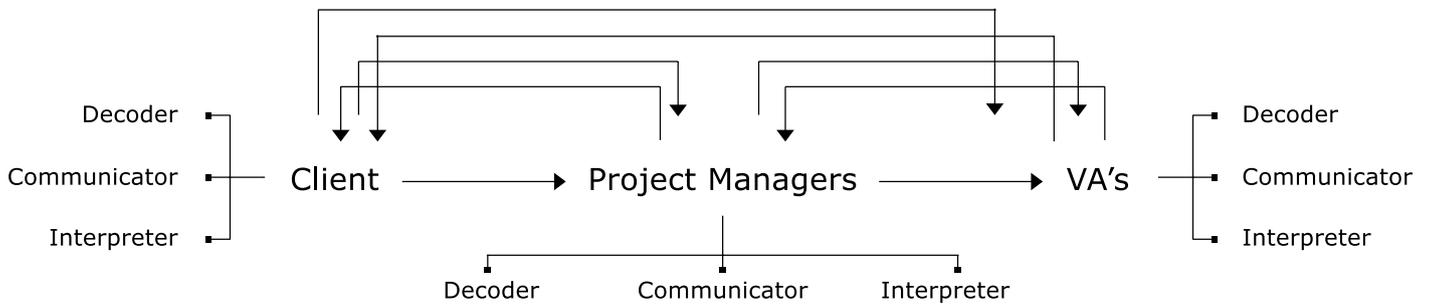
The interactive communication model is often known as convergence model in the business world. A series of messages sent between the receiver and sender with an intention to gain sensible feedback is encouraged. Unlike other models, here the messages are subtle and given utmost importance. Any topic in such a model is a topic for interactive discussions. Each dialogue initiated to recognize and perceive the listener's view points. Concentrating on clear information, giving equal importance to all the members in the communication channel; focus is given to empowerment rather than overpowering.



Like any other models of the past, this communication model has its critics. However, it is the best for a virtual assistant agency. One of the criticisms that this model face is that there is a chance of it becoming linear, if one of the communicator doesn't respond properly. This is why Ossisto experts in the initial stage of the project, build rapport with the clients. Our professionals take part in their business internal meetings virtually to understand the soul of the business. It is just not getting into a rat race to complete a project.

Understanding various communication models often help us in pinpointing communication complexities. If there is no predictable pattern and flow to a communication channel, it will add to the already existing complexities. Imagine a debate competition is done without a moderator; it will be just a chaos. Similarly, in Ossisto sustenance model of virtual assistance, everyone is instructed on how to make a request, whom to reply to the query, how the feedback should be processed, whom should be given the priority in the process etc. Here, hierarchy is not concentrated; focus is on increased retention and engagement. An interactive model boosts both senders and receivers' confidence, making them feel smarter and valued.

From the time Ossisto receives a project or a task query, the client is taken through a communication process relevant to overcome the obstacles that they face in their business operations. Whether it be BPO, business support, creative design, digital marketing, finance and accounting, IT development, personal assistance, content writing, IMS or IT recruitment; the team has the best communicators hand-picked based on various parameters.



**Interactive Communication Model**

**Some of the communicative aspects that Ossisto professions don't appreciate are:**

- Missing calls, messages, emails and meetings
- Not picking calls on time or not reverting to emails on time
- Using rude words
- Demeaning a person's idea or opinion

## Pricing Criteria

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Ossisto always assures pocket-friendly prices and great rebates. Payment on project basis helps organizations save a lot of money. The packaged pricings are affordable compared to hiring a specialist on a full time basis.

This is the most affordable VA pricing plan available in the market. Rely on Ossisto and you get everything you want under 1 roof. For instance, take the top 2 freelancer website and let us compare the pricings.

### **Current Ossisto Charges:**

General VA services are charged at \$10 &  
Technical VA services are charged at \$15

### **Fivers :**

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- Hiring a freelance level 2 web professional on Fiverr starts at around 30 dollars.
- Whereas \$15 is charged for hiring a specialist at Ossisto, their incredible skill set amazes the clients and the project is completed within the stipulated decided time.

### **Upwork :**

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- A content writer charges minimum 30\$/hour
- Any content task is done 10\$/hour at Ossisto

### **Our pricing models are chosen based on the following parameters:**

**Deadline specifications :** At the beginning of the project, clients are informed of the estimated deadlines or the time that would take to complete a task.

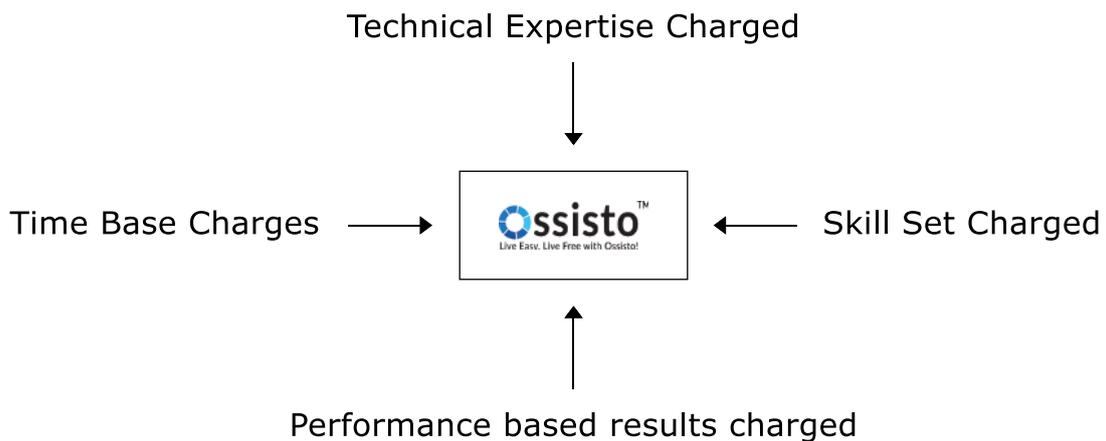
**Skill-set variables:** virtual assistants are chosen based on the demanding skill sets to complete a project. Charges for each skill sets vary.



**Technical complexities:** If a task needs technical skills, charges will be a little higher because here software and tools comes into the picture.

**Time used:** Time is the major factor. The key is to get a task done within a short time without compromising on the quality. If an extended time is needed, VAs requests the clients. Quality cannot be diluted in a process where time is considered money. So it all varies according to the project.

**Performance parameters:** Once a task is completed, it is monitored for the performance. For instance, if a client comes to Ossisto with a digital marketing requirement; until and unless a specific target is achieved, charges won't be fixed. Achieved measurable performance of a product or a service and charges incurred based on it is insurance for the employees. No one will be undercharged for their hard work, ideas, innovations and strategies. In the initial preparatory phase itself, performance targets will be discussed within the team.



**Affordable Right Charges**

# Conclusion

Ossisto sustainable outsourcing model is suitable for all the economic situations. Yes, it may seem to a few like a whopping cliché but it's the truth. Here, everyone takes up their responsibilities and understands the importance of inter-personal communication. Client will not feel the burden of payment as it is project based. Luckily, this model is perfect for all the industries. There is no unavailability of the dedicated VA at any point of time and faster replacement in case of dissatisfaction is assured.

Make outsourcing a permanent feature and sustainable means of getting the work done in your organization. Say good-bye to pain, cost and frustration dealing with an unproductive in-house employee. Entrust the project with Ossisto and sit back and relax. Well, outcomes at Ossisto will never be cloudy and no negotiations on quality.

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