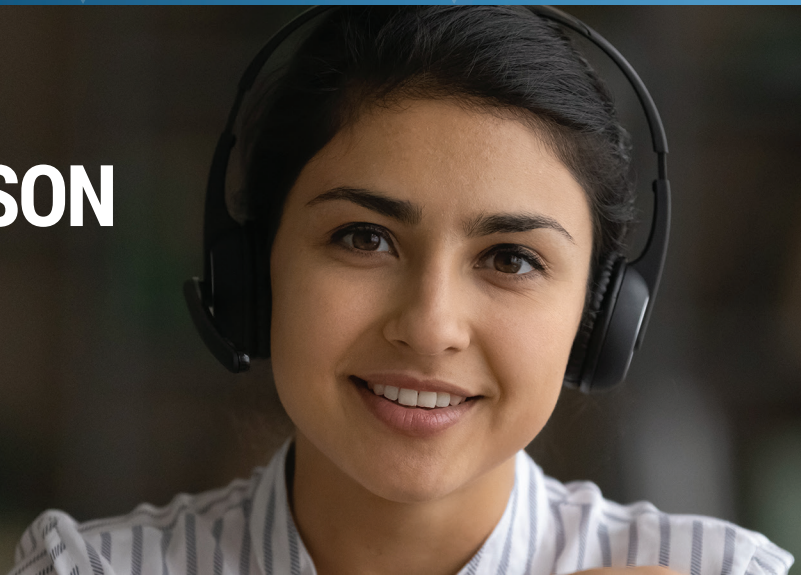


VIRTUAL VS IN-PERSON ASSISTANTS

HOW DO THEY DIFFER?



WHAT DOES AN ASSISTANT DO?

Personal assistants have a long history in the corporate world and fulfill a vital role of helping executives boost their productivity and efficiency. Their roles bring consistency and quality to administrative tasks such as:

- Booking travel plans and accommodations
- Managing calendar appointments and re-arranging conflicts
- Scheduling meetings and reserving office space
- Answering calls and taking messages

The assistant serves as a business partner to an executive in a working relationship that provides leverage for the executive to help complete time-consuming, yet necessary activities.

IN-PERSON ASSISTANTS

- Offer traditional, dedicated in-office support, often expected by senior leaders
- Support in-office events and activities, including greeting guests, catering, and meeting room setup
- Handle supplier pickups and deliveries
- Coordinate in-house tech support requirements

VIRTUAL ASSISTANTS

- Enable cost efficiencies, shifting headcount to non-payroll personnel to reduce overhead and facility costs
- Provide flexibility, covering multiple offices with remote delivery model
- Increase utilization, supporting higher ratio of executives to assistant
- Handle requests remotely, responding efficiently and effectively with collaboration tools

WHICH IS BETTER FOR YOU?

Preferences will differ. Some executives may prefer a more traditional in-person assistant. Some companies may be looking for the cost efficiency and flexibility virtual assistants offer. Many companies may choose to implement a hybrid model that delivers the benefits of both.