



Cápita's Virtual Assistants Strengthening U.S. Companies During the Pandemic

Pacific Processing
Financial Services

Virtual Assistance

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2020



Description

Pacific Processing (PacPro), a California company and regional leader in the implementation, management, and development of software for more than 1,000 ATMs, was affected by the current COVID-19 pandemic as the demand for cash withdrawals suffered a decrease, while the administrative work and maintenance of ATMs continued to increase.

PacPro turned to the virtual assistance services provided by Cápita, looking for an alternative to delegate administrative tasks and focus on other areas of the company, as well as reduce salary expenses. PacPro quickly integrated highly qualified virtual assistants to its team, contributing to the virtualization of its operations and cost optimization.

Key words

Virtual assistance / Virtual assistant / Cost optimization / Talent / Virtualization / United States / Tijuana Mexico / LATAM / Remote work / Online employment / Outsourcing / Employment opportunity

Practice area	Service provided	Project leader	Period of implementation
Virtual Assistance	Virtual Assistance	Adrián J. Romero	2020

Company's info

Company	Industry	Year of foundation	No. of employees	Reach
Pacific Processing	Financial Services	2013	25	U.S.A.

Contact





Problematic

The impact of the pandemic reached everyone without exception. Specifically, companies around the world have faced a large number of challenges as consumption patterns and behaviors have drastically changed in recent months, forcing entrepreneurs to make important decisions to stay afloat.

The U.S. has been one of the most affected nations, as the number of infections has reached 17 million, making it the country with the most cases in the world. In addition, California has presented the highest number of infections in the country, so authorities have implemented various restrictive measures to mitigate the risks. Due to the temporary suspension of non-essential activities because of the rebound in cases in California, Pacific Processing was severely affected by a reduction in cash withdrawals. However, the management and maintenance of ATMs did not decrease, therefore the only way to stay afloat and protect the rest of their staff was to delegate work to a team of virtual assistants.

Service Implementation

After getting to know Pacific Processing's needs, the Cápita team made a careful research for qualified talent in Mexico to work for the company. After going through multiple screenings, the best candidates were selected and hired.

In less than 21 days, a team of 100% bilingual virtual assistants, with extensive experience and just minutes away from the border, joined PacPro to maintain critical information for the operations team to provide access to cash without outages at any location.

Likewise, Cápita acts as an "Employer of Record" which means it's in charge of providing employees with all the benefits that correspond by law, so PacPro can continue with their activities without worrying or spending time on said processes.

The Cápite Advantage

Cápite, having a team specialized in finding the best talent in Mexico in record time, managed to find the ideal candidates for Pacific Processing's needs, providing them with all the necessary services, as well as other benefits.

Also, being located in Tijuana, one of the most important talent hubs in Latin America, competitive advantages are created such as offering bilingual virtual assistance with international experience, ease of crossing the border for face-to-face meetings and little to no time zone difference, facilitating communication between all parties involved.



HAPPY ENDINGS

Results

Thanks to the integration of virtual assistants, Pacific Processing has achieved a greater virtualization of its operations and employees have freed up valuable time to focus on strategic activities for the company. In addition, PacPro has generated savings of between 60% and 80% in salaries. All of this together, has allowed the company to continue to comply with “The Pacific Processing 99% Uptime Promise” without sacrificing short-term profitability.

Benefited / Reach

- Delegation of administrative tasks to focus on strategic activities
- Savings of between 60% and 80% in salaries
- Virtualization of operations
- Addition of bilingual and highly qualified employees, just minutes away from the border
- Customer continues to fulfill its promise of service to the customer
- Job opportunities in Tijuana



SATISFIED CUSTOMER

“I’ve recently had a ton of success working with Adrian’s company, which recruits, selects, and assigns VAs that work remotely in Tijuana (same time zone as us). They are bilingual, young and technologically capable of such work and needs. They are very affordable as well and can also utilize full time vs part time. I totally recommend this service to any business owner in the United States if they want to increase their capacity while not breaking the bank”.



Gianni Del Vecchio
CEO & Founder,
Pacific Processing

