



Client Case Study

ABOUT PRESSPAD



PressPad

What is PressPad?

PressPad is an award-winning social enterprise that is fighting to lower the financial barrier of entry into journalism. We link young people with work experience in London with experienced journalists who can offer a spare room plus great advice. We also add them to our intern networks so they can learn from each other. It's mentoring, networking and accommodation all rolled into one.

How long have you been in business?

Since April 2018

How many people are involved in the running of PressPad?

2 co-founders, 4 part-time freelancers and 3 consultants plus ADAVIRTUAL (a key part of our team!)

THE NEED FOR A SOLUTION

What challenges were you experiencing prior to using ADAVIRTUAL?

We were only a team of 2-3 people before we brought ADAVIRTUAL on earlier this year but we knew we'd be growing substantially over the next 12 months. When you have only a couple of people working on a project the need for systems and to be truly organised is not as crucial - in fact, PressPad's co-founders Laura and Olivia mainly ran everything via Whatsapp! This obviously was not going to be sustainable so we needed processes, business administration and also some help with backlogs of emails, contacts, and organisational tasks, such as our google drive, as our surprise success with the venture had meant we had grown so quickly we had neglected those areas.

What made you initially reach out to ADAVIRTUAL?

ADAVIRTUAL's website clearly showed that it was set up to help start ups, which require very different forms of admin assistance. Their clearly defined and flexible packages on their website showed us that they were a lean, responsive and cost-effective option. As a female-owned company with a predominantly female team specialising in solutions to media diversity we also loved the fact that ADAVIRTUAL appealed personal, diverse and full of women!

What might have happened if you did not identify a solution?

If we had not identified a solution there is no doubt that PressPad would have been unable to launch our new PressPad Remote team and also to swiftly make new hires and thus expand in the friction-less way we are currently. Our co-founders would have become burned out and the quality, speed and ingenuity of our products and growths would have stalled.

DECISION MAKING PROCESS

What was most important for you when you were evaluating options?

The most important aspect for PressPad when hiring a team of remote assistants was making sure they could get off the ground with minimal extra supervision and also provide us with flexible pricing offers and packages, as we are still at a pre-revenue stage of our business and fund ourselves grant to grant at the moment. The other important aspect was that the team were open to doing a broad range of tasks. Since ADAVIRTUAL is itself a startup business they understand exactly what we need. It's magic!

IMPLEMENTATION

How long did it take for ADAVIRTUAL to get up and running for your business?

Ada and Sian got across the entire company and its needs with only two face-to-face meetings which is exceptional. I only had to give them a couple of passwords and they were off.

What initial tasks did you give to ADAVIRTUAL?

The first tasks ADAVIRTUAL performed for us were those we termed 'backlog' tasks - going through old emails and zeroing inboxes, organising our entire filing system on our company Google Drive, and syncing calendars so we had a structure and a way for our team members to coordinate - especially important as we all work from home and work different days and hours during the week.

How did these evolve?

Considering that our team are first and foremost journalism professionals (many of us still working full and part time alongside running PressPad), the fact that ADAVIRTUAL could put in place processes and suggest tasks that even we didn't even know we needed was excellent. After the clearing of the 'backlog' we knew we wanted an HR onboarding process but we weren't a 100% sure what that would look like - Sian worked out everything from contracts to wellbeing to workflows to invoicing guidelines to integrating the new employee across our email, Slack, google drive and calendar systems.



"A joy, a relief, and a necessity!"

THE SOLUTION IN ACTION

Is there a part of the service you rely on the most?

ADAVIRTUAL's help in organising and delivering 1-1 sessions as a part of our new Covid-19 response programme, PressPad Remote, has been particularly key. They not only thought of the best way to automate the process, but they also had in mind the complete user experience: both for our team and our clients, this included virtual data reporting that has proved crucial in proving the impact of the programme to funders. It all seems seamless, but that's only because ADAVIRTUAL has put so much thought into it.

Who is using our service within your team?

The comms team and our co-founders but ultimately everyone benefits from having more efficient processes.

What is your favourite thing about working with ADAVIRTUAL?

Working with ADAVIRTUAL is a stress-free and seamless process. Our founder, Olivia, has tried out personal assistant teams before but ADAVIRTUAL is so much more than that. Sian has become a much-loved member of our team and attends many of the events we run online and really is a true joy. Personally, as co-founders, it is a huge emotional weight off of our shoulders to know that ADAVIRTUAL and their work is entirely watertight. With just one message or email we know that the task we've asked them to do will be carried out to the highest standard, as quickly as possible and in a way that has taken into account future issues, growth and ensures the task does not need to be revisited or tweaked. As we grow our team and train and manage many more people in the coming months, knowing that what used to take up 80% of our time - the practical organisation and admin of running a start-up - now takes only 20%, if that, allowing more time for ideas, new projects, focusing on our employees and growing a company structure and culture that we can be proud of.

RESULTS

How has ADAVIRTUAL Business Support helped you save time and increase productivity?

Since March 2020... (i.e. in 3 months!) they have automated many of our processes, in particular, those that form the bedrock of our PressPad Remote programme - integrating calendly, zoom, typeform. They organised our team calendars. They cleared email backlogs for our founder and our team email. They have organised our google drive with README files to make it easy to navigate and keep tidy. They set up calendly events (CV and for our new Covid-19 response business pivot, our PressPad Remote programme). They set up an entire freelance/team onboarding process with job descriptions, contracts and other key documents needed when bringing new members on board. Set up an invoicing system and re-starting our Xero accounting practices

In what ways does this enhance your business?

ADAVIRTUAL's work allows us to work at our best and be at our most ambitious. Their approach leverages technology to improve thoroughness and efficiency giving peace of mind to everyone in the team so that they can be at their most creative and dedicate their time to the work our social enterprise delivers, rather than the work needed to deliver.

TESTIMONIAL

Can you give 3 words to describe your experience with ADAVIRTUAL?

A joy, a relief and a necessity

Would you recommend ADAVIRTUAL to other entrepreneurs and why?

110% we would recommend ADAVIRTUAL. They are a joy to work with and unlike other personal assistants they come with experts able to put in place and maintain any and all business administration processes and tasks without the need for hours of training and supervision.

What would you say to anyone who is not sure whether they should give us a go?

It's the best thing you could ever do for your business. Don't hesitate and start with them now. Yesterday was already too late to sign up!

GET IN TOUCH TODAY!

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