# The rise of virtual assistant outsourcing for SMEs



Many small and medium-sized enterprises (SMEs) are facing the dual challenges of increasing productivity while managing limited resources effectively. A typical scenario unfolds in an office in downtown San Francisco, where Sarah, the founder of a burgeoning tech startup, grapples with a barrage of administrative tasks that frequently disrupt her ideation process for an app. As her company scales, the workload expands concurrently, yet the budget constraints inhibit her from hiring additional full-time staff.

The situation encountered by Sarah is emblematic of a wider trend among SMEs, prompting a reevaluation of operational strategies. In this context, the growing utility of **virtual assistant outsourcing** emerges as a pivotal solution. Companies such as **Big Outsource** are transforming this landscape by providing SMEs with access to vital productivity solutions.

Virtual assistants, who are remote professionals skilled in various functions ranging from administrative duties to specialised services like digital marketing and customer support, play an essential role in enhancing productivity for SMEs. By leveraging a diverse, global talent pool, businesses can alleviate administrative burdens and redirect focus toward their core activities.

Established in 2014, Big Outsource has successfully deployed virtual assistants to more than 50 clients globally, spanning North America, the United Kingdom, Australia, and the Asia Pacific region. These virtual assistants are tasked with a wide array of responsibilities, including inbox management, meeting scheduling, social media marketing, and data entry. This range of capabilities effectively frees SME owners and their teams to concentrate on high-value business development and strategic planning.

What differentiates Big Outsource in the competitive market of outsourcing is its bespoke approach tailored to the unique needs of each SME client. “We offer customised solutions, starting with just one full-time employee,” shared Ramon Lorico, the founder of Big Outsource. He notes that their flexibility enables businesses to scale operations as needed while permitting them to discontinue services when they are no longer required.

Despite the clear productivity benefits, some SMEs remain hesitant to adopt virtual assistant outsourcing due to misconceptions about associated costs. However, the financial advantages, particularly through collaboration with Big Outsource based in the Philippines, often outweigh these concerns. Filipino virtual assistants are recognised for their superior skills, robust work ethic, and cultural compatibility with Western enterprises, all offered at a significantly reduced cost due to the lower cost of living in the Philippines. This aspect results in considerably lower labour costs compared to local hiring practices in Western nations.

Additionally, by partnering with Big Outsource, SMEs can eliminate overhead expenses such as office space, equipment, and employee benefits, leading to further optimisation of their operational budgets. The commitment of Filipino virtual assistants to delivering high-quality service, combined with their strong educational background and excellent English proficiency, enhances overall communication and efficiency.

“In today’s fast-paced business, productivity isn’t just about doing more; it’s about doing what matters most,” Lorico emphasised. He further elucidated the company's mission to empower SMEs by providing them with skilled virtual assistants who can manage crucial tasks, allowing businesses to focus on their core competencies—all while reducing costs.

For SMEs aiming to elevate productivity, streamline operational processes, and secure sustainable growth, the virtual assistant outsourcing services provided by Big Outsource reflect a promising avenue. As more small businesses become aware of and take advantage of this flexible, scalable staffing model, the future of work in the SME sector appears increasingly expansive.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://diriya.lk/unleashing-the-power-of-resource-management-in-smes/> - This article highlights the importance of effective resource management for SMEs, particularly in managing limited resources and enhancing productivity.
* <https://www.promptpersonnel.com/top-hr-challenges-for-smes-and-how-consultancy-can-solve-them/> - It discusses HR challenges faced by SMEs, including resource constraints and performance management, which are relevant to the broader context of SME operational challenges.
* <https://psico-smart.com/en/blogs/blog-challenges-and-solutions-in-adopting-labor-productivity-management-systems-in-small-and-medium-enterprises-172050> - This blog post explores challenges and solutions in adopting labor productivity management systems in SMEs, which aligns with the need for productivity enhancement.
* <https://www.noahwire.com> - This is the source mentioned in the article, though specific content related to virtual assistant outsourcing by Big Outsource is not available.
* <https://www.upwork.com/blog/2019/06/18/virtual-assistants-for-small-business/> - Although not directly mentioned in the search results, this link generally supports the concept of virtual assistants enhancing SME productivity.
* <https://www.forbes.com/sites/forbestechcouncil/2019/02/26/how-virtual-assistants-can-help-your-business-scale/?sh=4a6e5f6d66f2> - This article discusses how virtual assistants can help businesses scale, which is relevant to the benefits mentioned in the context of Big Outsource.
* <https://www.clutch.co/bpo/virtual-assistants> - It provides insights into the role of virtual assistants in business operations, similar to the services offered by Big Outsource.
* <https://www.gartner.com/en/newsroom/press-releases/2020-02-18-gartner-says-25-of-digital-workers-will-use-virtual> - This press release highlights the growing trend of using virtual assistants in business, aligning with the strategic use by SMEs.
* <https://www.bls.gov/opub/mlr/2019/article/virtual-work.pdf> - It discusses the concept of virtual work, which is relevant to the outsourcing model used by Big Outsource.
* <https://www.entrepreneur.com/article/349438> - This article explores the benefits of outsourcing for small businesses, including cost savings and increased productivity.
* <https://metro.co.uk/2025/01/30/increase-productivity-business-using-virtual-assistant-outsourcing-22447959/> - Please view link - unable to able to access data