



# MyOutDesk

## CASE STUDY

How MyOutDesk Secured  
Belami eCommerce  
1.6 Million In Additional  
Profits



**25**  
**Virtual Assistants**  
**Hired**

**1.6M+**  
**In Additional Profits**

**Industry**  
**eCommerce**

**POSITIONS**  
**Customer Service**  
**Data Entry**  
**Accounts Payable**  
**Order Fulfillment**  
**Digital Marketing**  
**Vendor**  
**Management**  
**Outbound Sales**

## Background

Belami eCommerce is a fast-growing online retailer and eCommerce services provider based in Sacramento, CA. Belami operates a collection of online retail websites and provides eCommerce services within the home improvement industry.



Belami Leadership Team with Daniel Ramsey, CEO MyOutDesk

## Scaling With MyOutDesk

Belami was having difficulty meeting an unprecedented surge in demand due to the migration from offices to work-from-home. They needed help and they needed it immediately.

Not only was MyOutDesk able to step in and provide talent for Belami, but we were able to do it with speed and efficiency.

MyOutDesk Virtual Assistants met the demands of the job and were more mature, more experienced, more grateful, and more committed to what they were doing. This helped set the benchmark for US staff as well, fundamentally changing expectations for the company as a whole.

Entry level accounting, accounts receivable, accounts payable, customer service chatlines, and order management were handled by MyOutDesk Virtual Assistants.

Belami quickly scaled from 1 Virtual Assistants to 10 Virtual Assistants.

The concern of going fully remote culturally for the company was completely removed.

# The Scaling Timeline

## CUSTOMER SERVICE TALENT NEEDED

### Q1 2020

Belami eCommerce needed to onboard talent quickly to meet growing demands. They chose MyOutDesk and hired 2 Virtual Assistants.

## 7 LOGISTICS VAS HIRED

### Q2 2020

MyOutDesk Virtual Assistants has an amazing impact on their bottom line, leading to 7 additional hires to meet growing demand. They hired for vendor relations, order management, customer service, and accounts payable.

## 6 CUSTOMER SERVICE VAS HIRED

### Q3 2020

MyOutDesk Virtual Assistants bring their hardworking culture and commitment to Belami - leading to boosted performance for US staff and improved company morale. Belami hires 6 more Virtual Assistants.

## 3 MARKETING & LOGISTICS VAS

### Q4 2020

Belami continues to meet demand with MyOutDesk Virtual Assistants, hiring 3 more VAs to fill roles in marketing, order fulfillment, and vendor management.

## 15 VAS HIRED - FULL VA TEAM

### Q3 2021

In Q3 2021, Belami hired 15 additional Virtual Assistants to create an entirely new team to meet growing demand, reduce bottom line costs, and increase profits. Roles included Data Entry, Accounts Payable, Order Fulfillment, Digital Marketing, Vendor Relations, and more.

# Ready to start scaling your business?



Journey from 1-25 Virtual Assistants with  
Mihran Berejikian

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