



# RingCentral Makes Virtual Assistants Not So Virtual, Fueling Company's Success

## Company profile

MyOutDesk is a virtual assistant company specializing in services for real estate agents.

## Year founded

2008

## Website

myoutdesk.com

## Headquarters

Sacramento, CA

## Size

1,800 virtual assistants/  
1,000+ clients

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—Julie Co-Galido, Senior Operations Manager, IT & Special Projects, MyOutDesk

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—Adelaide Gale, Director, Client Success Team, MyOutDesk

After starting out in 2008 with 30 virtual assistants (VAs), MyOutDesk has grown to a company of 1,800 VAs serving more than 1,000 real estate agents and brokers across the US. Most of the company’s VAs (95%) are located in the Philippines. They handle a range of real estate-specific jobs, such as managing MLS listings, short-sale processing, filling out forms, calling prospects, and so on.

### Communication is key to customer satisfaction

MyOutDesk’s management is well aware of the importance of communication between customers and their VAs. “Communication is how we sustain our relationships with our clients,” says Adelaide Gale, Director of the Client Success team at MyOutDesk. “It’s what makes us special—face-to-face, consistent communication.”

When it became clear that the company’s original VoIP system wasn’t reliable enough to support consistent communication between the Philippines and the US, MyOutDesk brought in RingCentral as a backup. “It turned out that our backup solution outperformed our original VoIP, so now we use RingCentral,” Gale says.

“We’re all on RingCentral,” adds Julie Co-Galido, Senior Operations Manager, IT & Special Projects at MyOutDesk. “It’s our official communications tool and we use it for everything.”

### An all-in-one solution

By “everything” Co-Galido is referring to communications both in house and with clients, and to other forms of communication besides just VoIP. The company uses RingCentral Meetings, for example, for video conferencing and screen sharing among colleagues across the global, as well as for on-boarding new clients.

“We may only see our bosses in person one or two times a year,” explains Gale, who is located in the Philippines. “But we are video

conferencing with them frequently. Even while traveling, I can easily connect to any meeting from my smartphone. It gives it a more human touch, and I get more done.”

Co-Galido sees the same benefit with new clients, who interview prospective VAs via a video conference and later “meet and greet” with the person they selected. “The online meeting is a great help because the client can visualize their VA,” she explains. “There is a face with the name.”

MyOutDesk also uses the RingCentral Glip team collaboration software to make their VAs more productive. “We’re highly collaborative, and Glip helps us a lot with tracking and making sure everything gets done,” Co-Galido explains. “Another thing we like is that we can attach an image [to a message], which makes it a lot easier for the other party to understand what you’re saying.”

### RingCentral saves money and makes IT more productive

The fact that RingCentral delivers such a broad range of collaboration functionality in a single solution is saving the company money. Says Co-Galido, “Compared to when we had multiple vendors for phone, meetings, and chats, we are saving 30% to 40%. Not even to mention the savings from employee efficiency.”

RingCentral’s collaboration solution benefits the IT department directly in the form of enhanced productivity. Deployment and setup are simple, and it easily fits into the existing workflow. Co-Galido offers the example of how RingCentral simplifies IT support: “Support staff can use screen sharing with RingCentral Meetings to assist people with their technical issues,” she explains. “That cuts down on the time required, and really helps their productivity.”

For MyOutDesk, whose business lives or dies on the strength of its ability to communicate halfway around the globe, RingCentral has become an indispensable asset.