Case Study: Community Co.

From Executive Support to Strategic Partnership

What began with one assistant evolved into a 50+ person, multi-functional team driving strategic growth and daily execution.

About the Client

Community.co, a U.S.-based network for executives and founders, **began working with Uassist.ME in 2012**. What started with one part-time assistant evolved into a full-scale partnership supporting **admin operations, lead generation, and creative design.**

The teams use tools like Slack, HubSpot, and Canva, and maintain alignment through daily collaboration and structured reporting.

The Challenge

1. Overwhelmed with admin tasks like scheduling, billing, and content management

2. Low lead conversion rates required high-volume, high-quality sourcing

3. Inconsistent design across growing client-facing programs

4. High turnover impacted support team continuity and knowledge retention

Program Summary

- **Current FTE Count:** Started with 1 assistant, now over 50 across 3 departments

- **Supported Workflows:** Executive Support, Lead Generation, Design & Branding

- **Core Channels & Tasks:** Calendar/email management, lead sourcing, content creation

- **Tech Stack:** Gmail, Slack, HubSpot, Jira, Close.io, Adobe, Canva, Zoom

- **Communication Model:** Daily syncs + structured reporting cycles

The Solution

1. Scalable Admin Support: Expanded from 1 to 25+ bilingual team members managing scheduling, billing, content, and social media—improving retention through engagement and cultural alignment.

2. Optimized Lead Generation: Developed a 3-tiered lead gen team to source, vet, and deploy thousands of leads weekly with strong QA and allocation workflows.

3. Creative Team Evolution: Grew from basic asset creation into a full-service design team team delivering consistent branding, landing pages, and digital assets.

Meeting and exceeding client's KPIs

≥ 98%
On-time task delivery across all workflows

100% SLA
Deadline adherence and service level compliance

12 Quality Leads per day
Qualified and validated leads sourced by each rep.

≥ 99%
Data and communication accuracy, verified through audits

The Results

- **Expanded Operational Impact:**
  What began with a single assistant has grown into a 50+ person, multi-department support structure spanning admin, lead gen, and design—critical to CCo's daily operations.

- **Human-Centered Recovery from Automation Gaps:**
  After automation failed to match Uassist.ME's precision and contextual understanding, Community.co reinstated and expanded the partnership, reaffirming the value of human-led support.

- **Integrated, High-Trust Collaboration:**
  Uassist.ME team leads participate in strategic meetings, manage workflows independently, and are considered essential contributors—not just vendors.

Future-forward value proposition:
Our commitment to ensuring continued excellence and growth includes:

- Scalable support for community expansion and new verticals
- Cross-trained, bilingual teams ready to flex with shifting priorities
- Enhanced accuracy and creative quality through thoughtful processes
- A trusted partnership rooted in adaptability, strategy, and people-first service

Support.Simplified