Manufacturing

How a manufacturer achieved a threefold revenue increase, year-on-year, for four consecutive years

A growing North American manufacturer had a lean in-house team juggling admin, compliance and sales operations. Task Papa placed an administrative assistant, then a second team member for sales support. The company achieved a threefold increase in revenue year-on-year for four consecutive years.

The company is called ManufactureX here to keep its name private.

3x
revenue, year-on-year

4
consecutive years

2
dedicated team members

The client

ManufactureX is a rapidly growing manufacturer based in North America, serving multiple B2B clients in industrial sectors. Demand was solid and its customers loyal, but growth was stalling: a lean in-house team was juggling complex admin, compliance requirements and sales operations.

The challenge

Limited internal resources

Critical admin tasks piled up, with no capacity to delegate.

Complex processes

The Microsoft admin panel, bid submissions, website updates, CRM upkeep, sales and inventory reports, IT compliance and vendor coordination all competed for the same few people.

Sales support gaps

Lead generation, email marketing and quote management were inconsistent, which meant lost opportunities and delayed client communication.

What we did

Task Papa set up support in two phases.

Phase 1: Administrative assistant

- Managing the Microsoft Admin Panel
- Generating and organizing sales and inventory reports
- Coordinating shipping label generation and tracking
- CRM updates and maintenance
- IT compliance documentation
- Website changes and updates
- Liaising with vendors and handling bid submissions

Phase 2: Sales support

- A second team member joined for lead generation through outbound research and prospect identification
- Email marketing campaigns in Mailchimp
- Quote generation and follow-up
- Records kept in Google Sheets, Excel and the client's CRM

Roles in this case: Virtual Admin Assistant · Order Processing · Bid Management · Quote Management · Lead Generation & Research · Website Updates & Support

Results

The case study reports:

- The in-house team could focus on product development and customer relations.
- Compared to hiring and maintaining local staff, the remote team reduced labor costs by over 60%.
- Tasks that once caused bottlenecks, from IT compliance tracking to vendor communication, were done proactively and on time.
- More leads were followed up consistently and quotes went out promptly. The pipeline was healthier and conversion rates increased.
- The company achieved a threefold increase in revenue year-on-year for four consecutive years.

> Task Papa was instrumental in helping us scale without stretching our internal team. [...] It's been one of the best business decisions we've made.
>
> COO, ManufactureX

About Task Papa

Task Papa has placed dedicated, managed remote staff with small businesses since 2013. Team members work from our office in Mumbai, India, inside your own systems and on your time zone. Every client has a dedicated manager at no extra cost, and if a team member isn't the right fit, we replace them at no cost.

Since 2013	7.2 years	13 years	95%+	99.5%
managed remote staff	average client tenure	longest client relationship	client retention (clients with ongoing work)	infrastructure uptime

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