

VIRTUAL ASSISTANT & SUPPORT

Virtual Assistant & Support Case Study: Reclaiming 18 Hours a Week

Client: Bloom & Petal Co.* **Industry:** Home Fragrance & Candles **Engagement:** Ongoing (results at 10 weeks)



Virtual assistant and eCommerce support illustration showing a headset and support checklist representing Originem Ventures' VA services

The Client: A Multi-SKU Home Fragrance Brand

CLIENT SNAPSHOT

Bloom & Petal Co. is a multi-SKU home fragrance brand selling across Amazon and Shopify, managing 34 active SKUs with a two-person founding team handling all operations manually.

As the catalog scaled past 30 SKUs, day-to-day admin work had quietly become a second full-time job for the founder — one that was starting to crowd out any time for actual growth.

The Challenge: Admin Work Crowding Out Growth

Restocking alerts, customer messages, return processing, and listing updates were all handled manually by the founder. Errors were creeping into order processing, and strategic work — new launches, supplier negotiations — kept getting pushed to "next week."

Metric	Before Engagement
Weekly hours on admin tasks	26 hours

Order processing error rate	6.1%
Average customer response time	19 hours
New product launches / quarter	0

Our Virtual Assistant & Support Rollout

Phase 1 — Onboarding & SOPs

Assigned a dedicated VA trained specifically on the client's catalog, brand voice, and existing tools, and documented standard operating procedures for order processing and customer response.

Phase 2 — Workflow Handoff

Transitioned inventory tracking, restock alerts, and return processing to the VA in a phased handoff to avoid disruption during peak selling weeks.

Phase 3 — Reporting Cadence

Set up a weekly reporting rhythm so the founder stayed informed on key metrics without needing to be in the day-to-day details.

Phase 4 — Continuous Refinement

Reviewed error patterns monthly and tightened SOPs accordingly, driving the error rate down further after the initial handoff period.

“I didn't realize how much of my week was disappearing into admin until it stopped. I used that time to finally launch two products I'd been sitting on for a year.

— FOUNDER, HOME FRAGRANCE BRAND

The Results: Time Back, Errors Down

18 HRS

RETURNED PER WEEK

93%

REDUCTION IN ORDER ERRORS

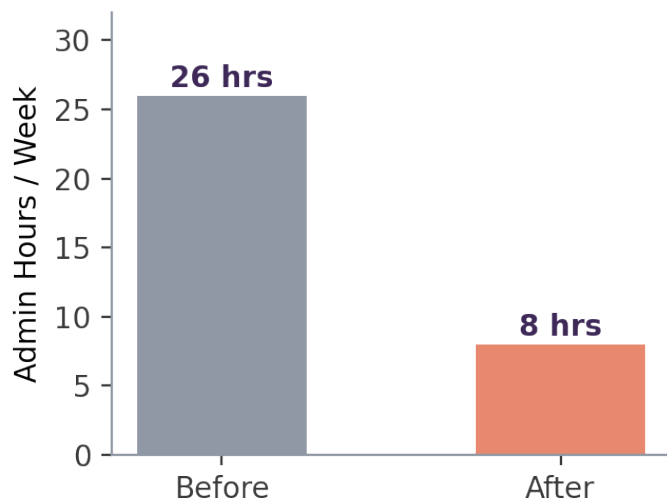
<4 HRS

AVG. CUSTOMER RESPONSE
TIME

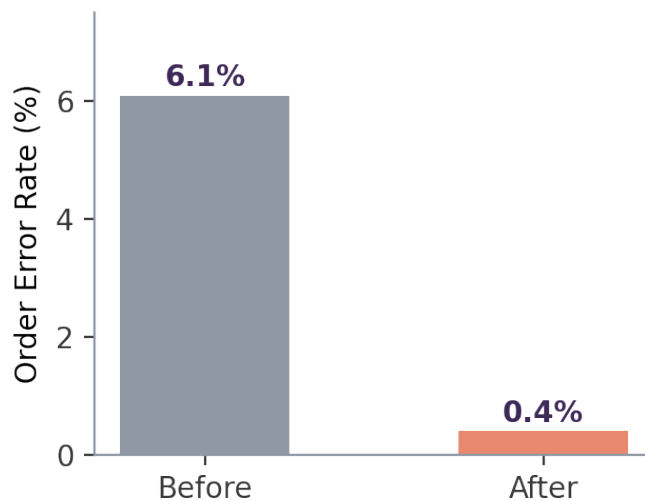
2

NEW PRODUCTS LAUNCHED
THAT QUARTER

Owner's Weekly Admin Load



Order Processing Error Rate



Within 10 weeks, the founder's admin load dropped from 26 to 8 hours per week, and the order error rate fell from 6.1% to 0.4% as standardized procedures replaced ad hoc manual handling across both their Amazon Seller Central and Shopify storefronts.

CONCLUSION

Dedicated, catalog-trained VA support didn't just remove busywork for Bloom & Petal Co. — it freed up the founder's attention for the two product launches that had been stalled for a year, directly compounding the value of the time saved.

RELATED SERVICES & KEYWORDS

Amazon Seller Central Virtual Assistant

eCommerce Operations Support

Order & Inventory Management

Customer Service Support

Multi-Platform Store Management

Shopify & Walmart Marketplace Support

TikTok Shop Operations

Ready to Get Your Time Back?

Originem Ventures provides dedicated, catalog-trained virtual assistants to handle order processing, customer support, and daily operations across Amazon, Shopify, and beyond.

[Get VA Support →](#)

Illustrative portfolio case study prepared by Originem Ventures LLC. Client identity anonymized/composited for confidentiality. Figures reflect representative engagement outcomes.