CASE STUDY

VIRTUAL ADMIN SUPPORT

ANGELA W: OWNER-DIRECTOR OF A CHILD CARE CENTER

Client Testimonial: *"I was the director, the bookkeeper, and the enrollment office. Now every inquiry gets answered, tuition gets collected, and I'm back in the classrooms where I belong."heir centers and I have the numbers to prove it."*

CLIENT COMPANY OVERVIEW

- Single-site child care center with 14 employees
- 96 licensed slots, infant through school-age
- Annual revenue: $1.1M
- Challenge: Owner buried in front-office work

THE SOLUTION

Apex Virtual Solutions provided fractional COO services (15 hours/week) to:

- Answer every enrollment inquiry same-day and book tours through Calendly
- Run tuition billing reminders and past-due follow-ups
- Manage subsidy paperwork and renewal deadlines
- Publish a monthly parent communication calendar
- Track staff files, CPR, and annual training hours

THE CHALLENGE

Angela ran the center and the office alone. Enrollment inquiries sat for two days, families toured competitors first, and enrollment hovered at 81%. Past-due tuition had grown to $18,000, staff training records were out of date, and Angela spent evenings and weekends catching up on paperwork.

RESULTS (6 MONTHS)

- Inquiry response time reduced from 48 hours to under 2 hours
- Tour-to-enrollment rate increased from 30% to 52%
- Enrollment increased from 81% to 96% of capacity
- Past-due tuition reduced from $18,000 to $3,000
- Angela reclaimed 60+ hours per month
- **ROI: For every $1 spent on virtual admin support, the center gained $4.60 in collected and new tuition**