

## Superfast Broadband making the virtual possible in Kendal and South Lake District



Based in Kendal, Penny Millar owns and runs Pink Spaghetti Kendal and South Lake District, a small team of virtual assistants specialising in helping small and medium sized businesses with their back office and admin tasks.

We talked to Penny about how the arrival of superfast broadband has enabled her team to do what they do faster and more effectively.

Penny said: “In Kendal there’s an abundance of fantastic small businesses and being able to support them in what they do best is a privilege.”

“Lots of business owners know that they might benefit from using a virtual assistant but many don’t realise just how much a virtual assistant can do for them. We bring a host of benefits with no need to worry about holiday or sick pay, there is no pension to set up and contribute to and of course no need for training as we have the experience to jump right in.”

Penny’s business offers both retainer packages and pay as you go services at an hourly rate. Working virtually means there is no need to worry about providing office space or equipment which can mean significant cost savings for businesses.

Pink Spaghetti covers a multitude of tasks including social media management, transcription work, setting up and managing a CRM system, website management, organisation of back office systems, email and diary management.

Penny told us: “Having access to better broadband goes hand in hand with the work we do. So many administrative functions depend on fast, reliable broadband; from website and social media management to the use of email and online diaries. Having a faster service means we can confidently ensure tasks can be carried out in a timely, safe and efficient manner and share information with our clients quickly and easily.”

“We have a strong social media following and have recently revamped our website. Maintaining a top quality online presence is essential to us. The website boasts testimonials from existing and past clients which we’re extremely proud of. Being able to share these online is so easy and is really effective in attracting new clients.”

“We also use our social media platforms to share advice on topics important to businesses such as time management tools. Our broadband service means the sharing of these tools is quick and easy and keeps our social media profile fresh and current.”

“The beauty of the ‘virtual assistant’ means we can support businesses all over the UK - distance is no issue. We can communicate via email, video conference or phone and the speed of sharing information is instant thanks to our speeds. In some regards it is just like having us there in the office in person. We all know how important video calling has been over this past 12 months, from business meetings and networking to home schooling. None of this would have been possible without great broadband.”

As well as meeting her business needs, Penny also told us how faster broadband also supports many aspects of home life such as online shopping, streaming films and music and keeping in touch with friends and family especially during national lock down restrictions.

Penny added: “Having access to faster broadband is more important than ever for a whole host of reasons; for me it allows me and my business to meet our customer expectations in a way I am extremely proud of.”



For more information on Pink Spaghetti, visit <https://www.pink-spaghetti.co.uk/> or search @PinkSpagKendal