



# How Sigrid Helped LCR Capital Partners Focus on Revenue- Generating Activities

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By providing structured and highly personalized admin support, Sigrid freed the senior leadership at LCR Capital Partners to focus on strategic, high-value activities.

# About LCR Capital Partners

LCR Capital Partners is a private investment and advisory services firm headquartered in Westport, Connecticut. The firm's main focus is supporting families interested in immigrant investor programs. LCR also offers loan solutions and wealth management services to foreign nationals relocating to the United States.

## THE CHALLENGE

With six additional international locations and hundreds of clients around the world, LCR Capital Partners needed a highly experienced virtual assistant service to handle their global leadership team's calendar, scheduling, and travel management.

While they'd worked with virtual assistants in the past, none were able to fully meet their expectations. The COVID-19 pandemic also brought about numerous disruptions which were threatening their business continuity.

To succeed on the job, the Sigrid team had to take into account the different time zones, travel itineraries, and work schedules of the executives. Moreover, the personal preferences, expectations, and unique communication styles of each executive had to be taken into consideration.



“I’ve tried working with virtual assistants four or five times in the past—and this is the first time we’ve encountered a service that was more of an asset than a bandaid.”

**Suresh Rajan, Executive Chairman & Founder,  
LCR Capital Partners**

# Tasks Assigned to Sigrid

## Calendar & Scheduling

The four senior executives needed their busy work schedules planned with extreme attention to detail. This included scheduling virtual and physical meetings with internal and external stakeholders. Their Sigrid VA also had to take into account the different time zones and schedules of all the stakeholders.

## Travel Management

The four executives did a lot of traveling—and their Sigrid VA had to manage their travel itineraries, book flights and transportation, make reservations at hotels and restaurants, and manage their travel credits.

*“Sigrid has changed our minds about hiring remotely for certain capacities. We wanted to see if we could leverage Sigrid more and found that we could. While the service isn’t without limitations, we haven’t found any limitations yet.”*

Suresh Rajan, Executive Chairman & Founder, LCR Capital Partners

# The Impact of Sigrid's World-Class Care

## Personalized Service

The LCR executives primarily delegated tasks to their Sigrid VA through email and Slack. The VA would capture the tasks and send them to MySigrid—our proprietary Collaboration and Task Management Platform—for resolution. This structured system allows us to resolve one-off and recurring tasks quickly and accurately.

We pride ourselves on providing a highly personalized service to all of our clients. All details about the clients are noted in our Client Fact Book. We'll also take note of the preferences and communication style of each client so that the service is fully tailored to their needs and expectations.

## Seamless Continuity

The LCR executives enjoyed seamless continuity throughout their engagement with Sigrid. Seamless continuity means that the client will enjoy the same high level of service and attention to detail regardless of which VA is providing support.

In other words, even if your primary VA is on leave, another VA can step in and provide the same personalized care. Seamless continuity allowed LCR Capital Partners to thrive during some difficult times—particularly during the early days of the COVID-19 pandemic when they needed a trusted partner to seamlessly manage their travel bookings and schedules.

## Proactive Support

At Sigrid, we believe in going above and beyond the scope of our responsibilities and providing proactive care.

Our Sigrid VA asked for permission to look into LCR's travel expenses to see if she could improve existing processes. She found thousands of dollars worth of travel credits from several airlines that had been misplaced in the system. While many of these travel credits had expired, she was able to resuscitate many of them.

This proactive move helped LCR minimize their travel expenses and gain more returns from their investment.

## Optimized Productivity

Thanks to Sigrid's exceptional administrative support, LCR's leadership team was able to gain back 130 hours collectively. These reclaimed hours were used to run their international operations and focus on more strategic, revenue-generating activities.

*"I highly commend Sigrid for structuring their services in a way that enables them to deliver quality support with such consistency. If we didn't have Sigrid then we would be in a real emergency situation today. This has been an effective service during the most trying times."*

Suresh Rajan, Executive Chairman & Founder, LCR Capital Partners

# Get Structured & Professionally-Managed Support from Sigrid

Are you a business leader in need of premium virtual administrative support? Whether you need help managing your work calendar and scheduling, help with travel management, or assistance with your project management and bookkeeping, we're ready to step in!

We offer a [range of subscription plans](#), starting at only US\$450/month for 15 hours of support. You can upgrade and downgrade your subscription hours depending on your needs. You'll also receive care from a dedicated Virtual Assistant plus a team of Specialists for specialized tasks.

Hiring a full-time, in-house virtual administrative assistant is a pricey investment. Plus you'll have to train your new hire and shoulder other overhead expenses. By partnering with Sigrid, you'll enjoy all the benefits of having a highly competent VA without having to shoulder additional expenses.

Let us remove the secondary tasks from your to-do list so you can focus on your most important objectives.

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