



Rootwork

SOLUTIONS

Capabilities Overview

Roots that anchor. Solutions that grow.

Company Overview

Rootwork Solutions is an operations consultancy that helps growing businesses strengthen systems, improve workflows, and build clearer backend infrastructure to support sustainable growth.

We support founder-led and service-based businesses that are growing, capable, and increasingly strained by the operational pressure growth creates. Our work is designed to reduce friction, improve execution, and strengthen the systems behind the work so growth becomes easier to support.

Selected Experience

- 10+ years supporting customer success, technical operations, and backend systems
- Experience across Apple, Mailchimp, Kit, Recharge, One Inc, and enterprise service environments
- Supported high-volume customer and migration workflows during a major business acquisition involving 100+ account transitions
- Cross-functional experience spanning implementation, retention, support, systems operations, and reporting
- Experience working within customer operations, support, workflow, and ecommerce environments

Core Engagements

Three ways we support clearer operations.

Rootwork Assess <ul style="list-style-type: none">• Workflow review• Systems review• Operational friction analysis• Recommendations and priorities• Next-step roadmap	Rootwork Build <ul style="list-style-type: none">• Workflow redesign• Backend systems support• Process cleanup• Systems documentation• Operational improvements	Rootwork Support <ul style="list-style-type: none">• Systems oversight• Workflow refinement• Backend operational support• Process maintenance• Strategic operational guidance
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How Rootwork Solutions Helps

Assess Identify friction, inefficiencies, and operational strain.	Build Improve systems, workflows, and backend infrastructure.	Support Maintain clarity, consistency, and stronger execution over time.
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Focused Scope Support

For businesses with specific operational needs, we offer tightly scoped support designed to solve contained workflow, systems, reporting, or backend challenges with clear execution and minimal overhead.

- Workflow cleanup
- CRM configuration support
- Platform support
- Systems documentation
- Reporting support
- Customer operations support

Flexible Delivery Capacity

When scope expands, support capacity can scale through trusted operational partnerships and collaborative delivery support.

Who It's For

- Founder-led service businesses managing growth without strong backend support
- Lean teams needing clearer systems, steadier workflows, and stronger operational structure
- Businesses experiencing delivery strain, workflow bottlenecks, or internal inefficiency
- Teams preparing to scale without yet needing a full in-house operations hire

Platform Experience

Experience working within customer operations, support, workflow, and ecommerce environments including Kit, Recharge, WordPress, Mailchimp, Excel, and One Inc.

Operational Environment Experience

Experience spans customer support operations, platform migrations, service environments, ecommerce subscription operations, multi-location service businesses, and distributed remote teams.



Business Classification

Industry: Professional Services

Category: Operations Consulting / Management Consulting

Primary NAICS: 541611 - Administrative Management and General Management Consulting Services

Secondary NAICS: 541614 - Process, Physical Distribution, and Logistics Consulting Services

Procurement Readiness

UEI: [Pending] CAGE: [Pending] Certifications: [Pending / As Applicable]

Point of Contact

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Rootwork Solutions builds stronger systems behind smoother operations, clearer execution, and more sustainable growth.

