

How partnership is a catalyst for success



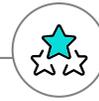
Challenge

Gray Line Investments is a US-based real estate wholesaling company that specializes in property acquisitions and sales across the globe. As they scaled, Gray Line needed a strong support strategy and process with their outbound predictive dialer to best serve their customers.



Solution

Technology such as a predictive dialer may be essential to many businesses. What stands out is a success-driven approach to generate positive outcomes when partnering with ReadyMode.



Outcome

While Gray Line had attempted to work with other dialers before ReadyMode, what ultimately stood out was the customer support approach to success. With ReadyMode, Gray Line can now focus on dialing, customer engagement, and producing deals at a higher success rate.

Since partnering with ReadyMode, Gray Line Investments has...



Call Success Rate
50% ↑ Deals by Phone



Generate Outbound Leads
25+ ↑ Per Day



Team Management
10+ Lead Agents Daily

Success starts with onboarding

Traditionally, real estate sales can take time with added stress and potential roadblocks. Gray Line's approach to their customers is to simplify as much of the process as possible.

Working with their customers, Gray Line looks to remove the burden and it starts on day one by providing immediate help to any challenges their customers are facing. The approach is meant to be easy—Gray Line connects with property owners that are looking to sell and from there they work through their simplified process of removing barriers to achieving property sales.

Success for Gray Line has come with its challenges in terms of scale—for their business, the phone is the primary source of customer engagement. While there are many solutions on the market, what Gray Line valued was a dialer solution that was more than just technology—it also needed to have a support program that would ensure success with their customers.



We've used a handful of dialers. Out of all the dialers we've used, ReadyMode has the best customer service.



Adam Parsons
Acquisition Manager, Gray Line Investments



Partnership approach with ReadyMode

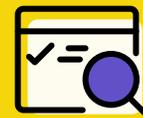
After various dialer trials, Gray Line found ReadyMode was able to provide the value of an effective dialer and partner looking to help their business scale. With their business growing, they found that ReadyMode's approach to customer support was what truly made a difference. Anytime there were questions, ReadyMode's dedicated customer support and success teams were ready to partner with them. Additionally, the use of agent reporting has kept Gray Line on top of their metrics.



Monitoring 10+ lead specialists at any given time can be a challenge. Agent report gives me a quick snapshot of the team's performance.



Adam Parsons
Acquisition Manager, Gray Line Investments



As mentioned earlier, success starts on day one. With ReadyMode's onboarding process, Gray Line had a dedicated team to guide them through how the dialer would best work for their business while continuing to fine-tune their platform during onboarding as well as full use.

Reports for wait time and calls to contact rates have also helped the company to sharpen its operations. When high wait times occur, ReadyMode’s live floor monitoring feature helps Gray Line to adapt. Admins, team leaders, and operations assistants can consult the floor map and redeploy staffing based on demand – this makes communication between teams more fluid, and it means that agents can successfully reach more prospects.

With a foundation built, scaling is easier

In the same way that Gray Line looks to quickly remove headaches for their customers, ReadyMode’s solutions and support have allowed them to easily adapt to the dialer and its capabilities. The customer success team continues to build a strong foundation for Gray Line so that they may continue to scale their business with minimal hassle when it comes to customer engagement.



Efficiency and effectiveness in outbound marketing isn't where you want to cut corners. Get yourself an awesome dialer with even better customer support. ReadyMode is what I highly recommend.



Adam Parsons
Acquisition Manager, Gray Line Investments



About ReadyMode

ReadyMode is an all-in-one call center solution for today’s telemarketing teams. Its predictive dialer software can triple talk time by supporting up to 12 outbound lines per agent, while its ACD system allows for unlimited inbound queues and built-in CRM offers industry-leading analytics and reporting. With over 1,700 active customers and 10,000 individual users, ReadyMode is revolutionizing how organizations start sales conversations.