Customer Success Story

How AxStone Investments slashed their Cost per Acquisition by 35%

readymode | AxStone Investments
Dedicated. Convenient. Helpful.

Challenge

AxStone Investments' main goal was to build relationships with home buyers and investors. They struggled to find an affordable dialer that offered all the features they needed to support their client relationships while also connecting them with the right people at the right time

Solution

With Readymode's outbound predictive dialer, AxStone Investments was able to increase their answer rate while simultaneously reducing their cost per acquisition and calls to connect. Call recording, reporting and admin portals helped deepen client relationships through training.

Outcome

Through a combination of diligent outbound calling and phone number health maintenance, the company has been able to successfully provide relief and support to sellers while also finding mutually beneficial solutions for all parties involved.

Meet AxStone Investments

AxStone Investments is a real estate investment company operating primarily in Florida and Kentucky, that completes deals nationwide. As a real estate wholesaler, they specialize in connecting motivated sellers with investors looking to purchase properties at discounted prices. With a focus on efficiency and integrity, they leverage innovative strategies to streamline transactions and deliver exceptional value to their clients. As a growing company, they're dedicated to providing top-notch service and building lasting relationships in the real estate industry.

Since partnering with Readymode, AxStone has...

34%
lower cost per acquisition

49%
average answer percentage

37%
fewer calls needed to connect

Relationship Building Features

Through a personal recommendation from another company in their niche, and thorough research process, including trial periods with other dialing software, AxStone Investments ultimately chose Readymode.

As a company that truly invests in the strength of their client relationships, deeply understanding their clients' needs is part of their DNA. In addition to faster dialing speeds for high volume lead lists, features like Call Recording, a dedicated Administrator Portal and detailed Reporting became key sources of ongoing opportunities and ways to nurture their leads into clients.

Ongoing Support for Success

Real estate transactions have a reputation for being slow, tedious and stressful. AxStone aims to remove these barriers and simplify as much of the process as possible for their clients. The way that their clients connect with them best is by phone, and while there are many solutions on the market, AxStone needed a dialer solution that was more than just technology—it also needed to have a support program that would ensure success with their customers.

A combination of an attentive Readymode representative along with easy-to-access support helped make AxStone's the transition onto the platform seamless. 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.

Over the last 3 years, AxStone has continued to receive ongoing support as the platform has evolved, including introductions to new features included in their plan like DID reputation management.

Save time looking for another dialer! Readymode is set up to grow with your business.

Justin Truax
CEO, AxStone Investments

About Readymode

Readymode is a cloud-based predictive dialer software designed that's truly all-in-one. Our industry-leading outbound call center system intelligently connects agents with more leads in less time, and equips them with personalized lead data at their fingertips. The Readymode system delivers everything call centers need to more connections, maximize agent productivity and scale their businesses affordably. See what makes us the industry leader at readymode.com.