



How VABizGrowth Increased Contact Rates by 500% & Scaled Success Using Readymode iQ



Say Hi to VABizGrowth

Kim Irons, Founder of VABizGrowth, runs a thriving virtual assistant and Business Process Outsourcing (BPO) call center specializing in cold calling, lead management, and account management. Catering primarily to real estate, solar and roofing, Kim's business relies heavily on robust dialer and lead management technology to deliver measurable results for her clients.



Challenge

Before adopting Readymode, Kim's team faced significant challenges with other dialers, including low contact rates and inefficient workflows. These inefficiencies impacted productivity, agent performance, and client satisfaction.

Kim needed a reliable solution to optimize operations and deliver tangible results across her diverse client base.



Outcome

Kim transitioned her operations to Readymode and, over the years, has integrated its advanced features, including Readymode iQ, to optimize her business.

Key Results

- Dramatically improved contact rates
- Increased agent productivity
- Efficient lead & data management
- Exceptional customer service

Since partnering with Readymode, VABizGrowth has transformed its clients' contact rates.

8-12%

Contact Rate with Readymode

vs.

1-2%

Contact Rate with Other Dialers

The contact rate in a 4-hour shift was between 8–12% versus 1–2% in other dialers. With one agent in a 4-hour shift, we were actually speaking to about 100–120 people, compared to 3–10 people with other dialers.

Kim Irons
Founder of VABizGrowth



Increased Agent Productivity

The ability to connect with more prospects not only boosted agent productivity but also allowed Kim to deliver exceptional value to her clients, significantly improving lead generation outcomes.



Efficient Lead & Data Management with Readymode iQ

With the introduction of Readymode iQ, Kim enhanced the efficiency of her BPO operations further. *“When you guys came out with Readymode iQ a few months ago, I was so happy. We’re able to go in and see what’s clean and what’s not.”*

Readymode iQ ensured her agents weren’t dialing flagged numbers, a common issue with competitors. *“I had a consulting account where they were using flagged numbers. With Readymode iQ, we identified 150 flagged numbers immediately, got them switched out, and registered.”*

This improvement directly impacted the quality of client campaigns and increased the success rate of outreach.



Exceptional Customer Support

Kim was quick to highlight the unparalleled customer service provided by Readymode: *“Your customer support and tech services are amazing. When you call in to other dialers, you don’t get people like you get with you guys.”*

This strong partnership ensures any issues are resolved quickly, allowing VABizGrowth to maintain seamless operations.

And it's Just the Beginning

Considering the incredible results she has seen, it's no surprise that Kim has fully committed her business to Readymode:

I won't really work with anybody else that doesn't use Readymode, and there's a lot of reasons for that.

Kim Irons
Founder of VABizGrowth

Readymode has transformed how VABizGrowth operates, empowering the business to deliver higher contact rates, ensure clean data management, and enhance overall efficiency. Kim Irons' decision to switch to Readymode has resulted in sustained growth for her business, improved results for her clients, and has solidified her as a loyal customer.

As VABizGrowth continues to expand, Readymode remains a key partner in scaling operations with innovative tools like Readymode iQ and unparalleled customer support.

"I've always enjoyed working with you guys. Not to mention, your tech support is amazing. I can name off everybody at this point!"

About Readymode

Readymode is a leading provider of advanced call center software, specializing in optimizing outreach, lead generation, and customer engagement for businesses worldwide. With tools like Readymode iQ, we empower businesses to achieve extraordinary results.



readymode.com

Want to see us in action?

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