

How to Tell If Your VA Is Pool-Rotated

Five signals that indicate your VA service is rotating across operators.

Persona P1-Founder - Pain rows 11.5 - Expected CR 5 % page-view to email

Pool-rotation is the practice of moving a single buyer relationship across multiple VAs across multiple shifts. It is the dominant operating model in low-tier LinkedIn outsourcing and it produces five reliable tell-tales. Spotting them in the first thirty days lets you walk away on a refund-able cycle.

Signal 1 â Response cadence drift

A rotating pool produces uneven response cadence: 9-minute reply on Monday, 3-hour reply on Tuesday, 90-minute reply on Wednesday. A single-named TTPA produces a tight band: ± 25 minutes around an average.

Track every Slack/email response time for 14 days. Compute mean and standard deviation. SD greater than 60 minutes is a pool-rotation tell.

Signal 2 â Voice drift in written copy

Pull six pieces of outbound copy authored "by your VA" over a fortnight. Check em-dash density, paragraph length, sentence cadence. Variance across the six is a pool tell.

Single-operator copy converges on a fingerprint within ~ 10 days. Pool copy never does.

Signal 3 â Time-zone slips

A single TTPA in Manila does not slip on Manila working hours. A pool with a Bogota relief shift and a Cebu prime shift produces 06:00 SGT replies on a Tuesday and 22:00 SGT replies on the same Tuesday.

Plot reply timestamps for a fortnight. Two clusters more than 6 hours apart is a pool tell.

Signals 4 and 5 â Holiday handoff and pronoun usage

Signal 4: Holiday or sick-day handoff that arrives without warning, from a different operator, with a different sign-off. Single-named arrangements escalate days in advance and route the handoff personally.

Signal 5: "We" rather than "I" in operator messages. "I have run the saved search" is single-operator language. "We have run the saved search" is pool language.

Next step.

Read the in-house comparison

<https://tpa.example.test/comparison/in-house-hire-alternative/>