

# How Real Estate Nexus Boosted Connections 7x With Kixie

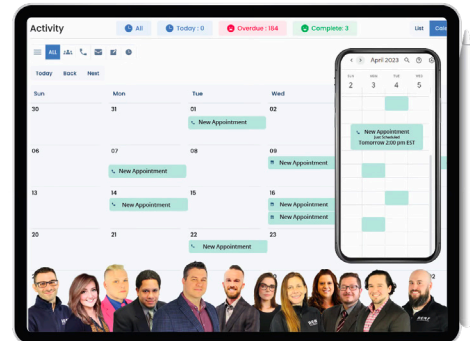
Industry: Digital Marketing  
Location: New York  
No. of Employees: 33  
CRM: Zoho



## Challenge

At Real Estate Nexus NQ in upstate New York, Senior Director Hailee Holloman leads a team of six Business Development Specialists (BDS). Their main objective is to nurture prospects on the phone.

As a digital marketing firm focused on helping real estate agents reach more clients through online marketing support, the team at Real Estate Nexus has a well-thought-out internal lead generation and nurturing strategy. They needed a phone system that would support their lead follow-up plan and help them reach more potential customers.

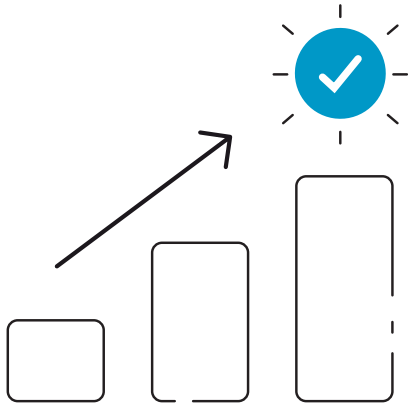


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“ConnectionBoost was one of the biggest things that I needed. It skyrocketed our pickup rate immediately.”

*- Hailee Holloman, Senior Director, Real Estate Nexus*

Since switching to Kixie, the Real Estate Nexus outbound sales team has increased their productivity on the phone by 50%.



**7x more**  
answered calls

**20% higher**  
overall productivity

**Automated data sync**  
between Zoho + Kixie

**Custom integration**  
built for Zoho + Kixie

**50% higher**  
productivity on the phone

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## Solution

Before Kixie, the Real Estate Nexus sales team used GoTo Connect as their main phone system. On a normal day with GoTo Connect, each BDS was getting only 1-2 pickups per day out of 150 outbound calls.

The problem of unanswered outbound calls had such a negative effect on their sales that Hailee decided to switch to Kixie. She was impressed with the increase in connection rate that occurred for her team almost immediately. Now, the BDS team is able to have 60-90 conversations per day, and they're able to convert more inbound leads into booked appointments with account closers.

Hailee has also saved time and energy on the back end of the CRM due to the custom Zoho integration set up for her team. She's able to confidently track when a lead was last contacted thanks to the automatically updated data from the dialer.

There are some tools that I really enjoy that I didn't see with any other platforms that I looked into. I like the leaderboard...I project it onto the wall on our sales floor, and if the projector shuts off or anything like that, [the BDS Team] is like, 'Oh my God, Hailee, we need to see the leaderboard. We have to know where everyone is at.' They're obsessed with it."

**- Hailee Holloman**