KIXIE

How GoSite Boosts Talk Time and ROI on 150,000 Cold Calls Per Month

Industry: SaaS
Location: San Diego, CA
Employees: 87
CRM: HubSpot

Challenge

GoSite is on a mission to empower small businesses through easy-to-use digital technology. Everything from bookings and payments to managing contacts and reviews is available through their all-in-one platform tailored to small business owners, primarily in the home services space.

GoSite was looking for a phone system that was robust enough to fill their need for both inbound and outbound calling, and would help them scale their outbound sales efforts. After some trial and error, their search led them to Kixie.
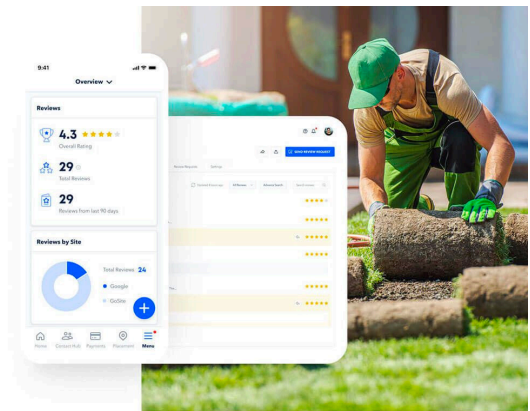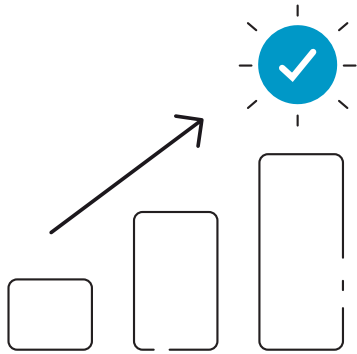
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> "Our productivity has gone up quite a bit. [...] I can't say it enough: that local presence, when you have 10 different numbers per local area code that just spin like a clock...and the ability to turn it on and off after you build trust with somebody...it popped our revenue so much that I was actually pretty shocked to be honest with you."
>
> **– Zach Cummings, VP of Revenue Operations, GoSite**

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After switching to Kixie, GoSite saw an increase in agent dials, talk time, quality conversations, closed deals, and overall revenue.

Solution

Since switching to Kixie, Zach and his team at GoSite have used just about every Kixie calling and SMS feature to implement their go-to-market strategy as well as train new sales development agents.

GoSite was able to increase their answer rates by 12% after switching to Kixie, a testament to the efficacy of ConnectionBoost, Kixie's advanced local presence feature with anti-spam likely detection and progressive caller ID.

In addition to reaching more prospects and having more conversations with the support of ConnectionBoost, Zach's team also relies on time saving tools like voicemail drop, SMS templates, and Kixie's native HubSpot integration to streamline their sales and reporting processes.

12% increase
in answer rates

Higher quality
phone conversations

Streamlined
analytics and reporting

150,000
cold calls per month

Automated
activity tracking

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"A lot of these [voice and SMS] companies are fully built around Salesforce, and we're a HubSpot shop, so the integration that Kixie has goes much deeper than a lot of other integrations. [...] Pushing all of our activity metrics into our HubSpot reporting so we can have weekly and monthly analysis of what's working and what's not has been a game changer."

– Zach Cummings