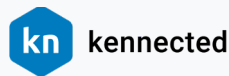


# Kennected Doubles Outbound Call Volume and Saves Hours With Kixie

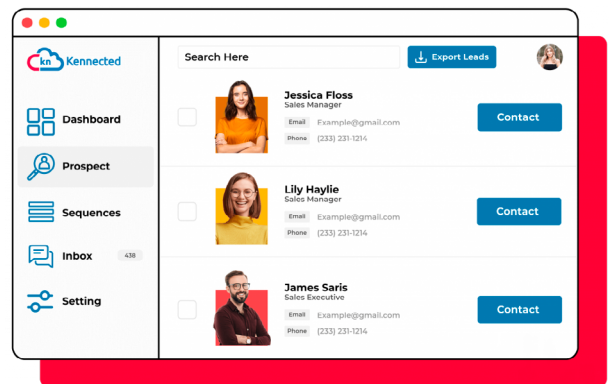
Industry: Marketing  
Location: Indiana  
Employees: 129  
CRM: HubSpot



## Challenge

Founded in 2018, Kennected's proprietary software and lead gen specialists have helped over 17,000 businesses generate new leads via LinkedIn. They have grown to over 120 employees, and rely on Kixie to support their outbound sales campaigns.

With the rapid growth Kennected experienced over the past few years, the company needed to bulk up their sales tech stack in order to scale effectively. Before using Kixie, the sales team at Kennected had no central phone system, which made their outbound calling efforts cumbersome and time-consuming.

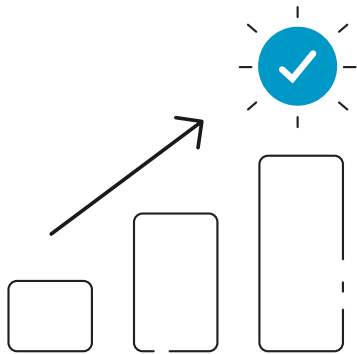


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“A pretty powerful part about Kixie would be the integration into our CRM, and what we’re capable of doing there with triggering different automation workflows, and so on. For example, when somebody becomes a customer, Kixie has been able to integrate into those onboarding workflows to remind them of upcoming meetings.”

**- Scott Varner, Sales Operations Manager, Kennected**

After adopting Kixie, Kennected has seen significant improvements in team efficiency, outbound call volume, and team morale.



**2x more**  
outbound calls

**Fewer no-shows**  
during onboarding

**1 hour saved**  
per agent per day

## Solution

After adopting Kixie across their sales team, users at Kennected saw an immediate benefit from Kixie's time-saving features, including click-to-call, voicemail drop, and SMS templates. With reps making 80-100 calls per day, saving 30 seconds each time a call goes to voicemail gives agents an hour back each day.

In addition to immediate benefits, the outbound sales team at Kennected also achieved long-term success. Specifically, they have seen productivity double while using Kixie's PowerDialer. Relationship Development Reps at Kennected have been able to make twice as many calls with Kixie, which has helped to scale their business.



If I couldn't use Kixie anymore, I'd feel sad and drained and busy. Maybe even a little more stressed out because of the added work and added time spent on each individual call."

**- Scott Varner**

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