

How Five Star Roofing Doubled Outbound Connections.

For a commercial roofing company, phones are the only way to reach customers.

Five Star Roofing turned a stalled manual process into a high-velocity machine, doubling their outbound capacity and nearly tripling their connection rates.

100%

increase in daily call volume
(200 to 400 calls per rep).

41%

increase in connection rate
—up from an 18% baseline.

4%

increase in conversions
during early adoption.

2x

effective outbound through
systemic efficiency.



We were sitting at an 18% answer rate with our old lines.

Now, we're at 41%.

We are literally reaching twice as many people with the exact same effort.

Nik Furnish
Five Star Roofing

CUSTOMER SNAPSHOT

About Five Star Roofing

Company

Five Star Roofing

Service

Commercial roofing

Market

Business-to-Business

Teams

Three specialized
telemarketing groups

GTM Strategy

Cold calling

CRM

HubSpot

BEFORE STATE

Inefficiency was sitting in the seats.

Five Star Roofing had standard phone lines, but they lacked the support and systemic speed required to stay competitive.

SYSTEM FAILURE SYMPTOMS

- **Support Void:** When phones failed, reps sat idle without support.
 - **Connection Ceiling:** Manual lines peaked at an 18–20% answer rate.
 - **Rep Friction:** Salespeople were competing for fresh leads due to no automated distribution.
 - **Volume Caps:** Individual reps were limited to approximately 200 calls per day.
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TRIGGER EVENT

*The realization that **unreliable phone systems** were not just a technical hurdle, but an active drain on payroll and growth potential.*

WHAT ACTUALLY CHANGED

The execution flywheel.

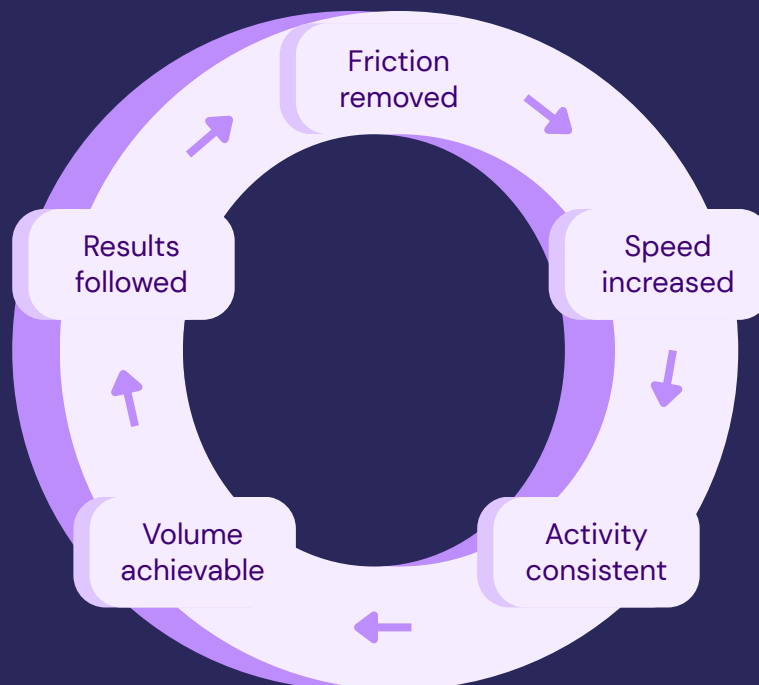
Friction Removed: World-class support and local presence dialing eliminate downtime and "unknown caller" barriers.

Speed Increased: Reps jump from 200 to 400 calls daily.

Activity Consistent: Power dialing and Chrome click-to-call keep reps in constant motion.

Volume Achievable: Doubling call output becomes the standard for every seat.

Results Followed: 100% increase in outbound capacity driving growth.



WHAT CHANGED IN THE SYSTEM

This is not a feature list.

It's the execution layer that changed behavior.

EXECUTION SPEED

PowerDialer: Automated reaching potential customers.

Chrome Click-to-Call: Allowed reps to transition instantly from lead research to live conversation without manual entry.

WORKFLOW AUTOMATION

Voicemail Drops: Eliminated repetitive manual messaging tasks.

Integrated SMS: Reps can send text messages directly from the app immediately following a call to maintain momentum.

THE LOCAL ADVANTAGE:

Local Presence: Every call appears as a local number, fundamentally changing the prospect's willingness to answer.

MEASUREABLE RESULTS

The numbers.

4% Increased Conversion

Early-stage measurable improvement in actual sales outcomes.

41% Increased Answer Rate

More than doubling the connection potential compared to standard phone lines.

100% Force Multiplier

Each seat now doubles outbound volume, doubling sales reach without new hires.

400 Calls Per Day

The new production baseline for reps (previously 200).

WHY IT WORKED

Kixie removed the points where outbound breaks.

The system changed behavior by changing what execution feels like.

- 01 Trust in the Infrastructure:** Reliable support (managed through dedicated experts like Connor) ensured reps never sat idle.
 - 02 Removing Rep Resistance:** While there was initial pushback, the ease of reaching prospects via local presence eventually won over the team.
 - 03 Multi-Channel Momentum:** The ability to drop voicemails and send texts in seconds kept reps focused on dialing rather than admin.
 - 04 A Strategic Partnership:** Kixie was treated as an asset and a partner that helped build the organization, not just a vendor.
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EXPANSION & ONGOING USE

Part of the operating system.

Five Star Roofing has moved Kixie from a "test" to a core asset across three telemarketing departments.

Outbound that runs like infrastructure.

[Try Kixie for Free](#)