

# DuxxBak Decking 4X's Customer Response Rates With Salesforce Texting

How DuxxBak transformed sales communication with integrated SMS inside Salesforce.

**4X**

Increase in Daily Response Rates

**+60%**

Lead Engagement via Texting

**100%**

Of Conversations Logged  
in Salesforce

## THE BUSINESS CHALLENGE

DuxxBak's team relied on email and phone calls, but responses had dropped to almost nothing. Reps were getting only a few replies per week, slowing deals and reducing productivity. Lack of visibility made things worse. Conversations weren't consistently logged, coaching was difficult, and some reps were texting from personal phones, creating compliance and liability risks. They needed a simple, Salesforce-native way to reach customers faster and keep every message inside their CRM.

## USE CASE: Faster Sales Conversations With Texting

DuxxBak wanted to meet customers where they already were - on their phones. By adding SMS touchpoints inside Salesforce, reps could start real two-way conversations, answer questions quickly, and keep deals moving. Texting became an instant win where email and calls had been falling flat.

## DuxxBak®

DuxxBak Decking is a U.S.-based manufacturer of high-performance decking products built for contractors, builders, and distributors. With a lean team of fewer than 50 employees, DuxxBak uses Salesforce to manage customer relationships and drive efficient, responsive sales operations.

## BUSINESS IMPACT

**Shorter sales cycles** with faster, higher-volume conversations

**Full visibility** for leadership with complete message logging

**Eliminated compliance risk** by removing personal phone usage

**Improved outbound calling** with reliable mobile app call quality

**The Salesforce integration made this a no-brainer.**

"Our team didn't have to learn a new system. Texting just became another tool inside Salesforce—and the response rates speak for themselves."

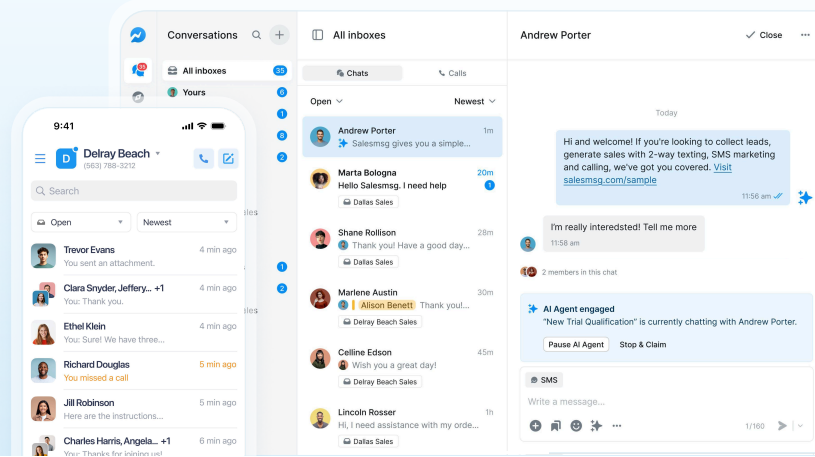


**Brandon Beard**  
President



# One platform for every customer conversation

Simple, scalable, secure, AI-powered business texting & calling.



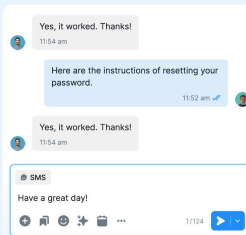
## Award-winning platform



## Complete communication platform

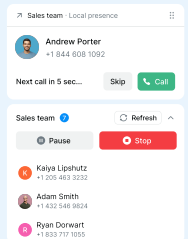
### Advanced messaging hub

Enable two-way SMS/MMS with live typing indicators and landline texting. Collaborate through shared team inboxes and share rich media from GIFs to full documents.



### Intelligent calling system

Call with Power Dialer, autodialing, and intelligent call queuing. Host conferences, record and transcribe, transfer seamlessly, and log everything automatically across all devices.



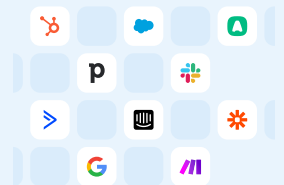
### Advanced analytics & reporting

Track real-time performance metrics, conversation analytics, credit usage, and broadcast, campaign and workflow statistics – all in one dashboard.



### Integration marketplace

Connect seamlessly with HubSpot, Salesforce, ActiveCampaign, Pipedrive, and 20+ popular tools through Zapier. Build custom workflows using API and webhooks.



"I love that it works with our HubSpot CRM system and our existing phone numbers. I can't imagine trying to track individual texts without it."



**Sarah M.**  
Director, Life Is Now



"Salesmsg has completely changed the way we connect and engage with our leads. We've been able to close more deals in half the time!"



**Keron Howe**  
Partner, Property Nation



"Salesmsg is extremely easy to set up and integrate with my CRM. Two-way texting with leads and customers has never been easier!"



**Amanda S.**  
Marketing Manager, Acceptu

## Transform your business communications today

Join thousands of growing businesses using AI-powered messaging & calling.

Start a free 14-day trial



salesmessage.com / (888) 409-2298

