

# Envoy Mortgage is scaling multi-location sales with HubSpot + Salesmsg

## Results

↓ **6.4 min**

Lead response time reduced from 27.1 to 20.7 minutes

**~50%**

Increase in output among top 25 adopters

**100+**

Transactions reached by 13 reps in a down market (up from 3)

**~5 min**

100 messages sent instead of ~1 hour

**By implementing Salesmsg as a HubSpot-native calling and texting platform, Envoy transformed how its loan officers connect with borrowers and agents.**

Envoy Mortgage competes in a high-pressure mortgage market where speed, responsiveness, and trust determine success. With declining call answer rates and manual outreach slowing teams down, Envoy needed a better way to engage leads without sacrificing visibility or compliance.

## Why Salesmsg

Envoy evaluated multiple telephony and messaging tools, but none matched Salesmsg's depth of HubSpot integration or speed. Salesmsg stood out because it offered:

- 1 Best-in-class HubSpot integration with bidirectional logging.
- 2 Click-to-call and click-to-text directly from CRM records.
- 3 Templates, snippets, and voicemail drops to accelerate outreach.
- 4 Automation capabilities purpose-built for sales teams.

After beta testing alternatives, Envoy selected Salesmsg and it exceeded expectations.

## The business challenge

Envoy's loan officers relied on personal cell phones for calling and texting, creating inefficiencies and blind spots.

Key issues included:






- Manual, unlogged outreach.
- 15–30 minutes lost per rep per day on administrative tasks.
- Low answer rates driven by spam call fatigue.
- No unified calling or texting solution inside HubSpot.

Lead response times averaged *27.1 minutes*, putting Envoy at risk of losing deals to faster competitors.

## Implementation and usage

Salesmsg was rolled out across approximately 130 loan officers, fully integrated with HubSpot.

Today, Envoy uses Salesmsg to:

-  Engage new leads instantly with automated SMS.
-  Improve answer rates using text-first workflows.
-  Scale voicemail drops among top performers.
-  Send video messages through Salesmsg to educate and build trust.
-  Maintain complete visibility into calls and texts for compliance.

## Conclusion

By embedding calling and texting directly into HubSpot, Envoy Mortgage gained faster response times, greater visibility, and scalable productivity.

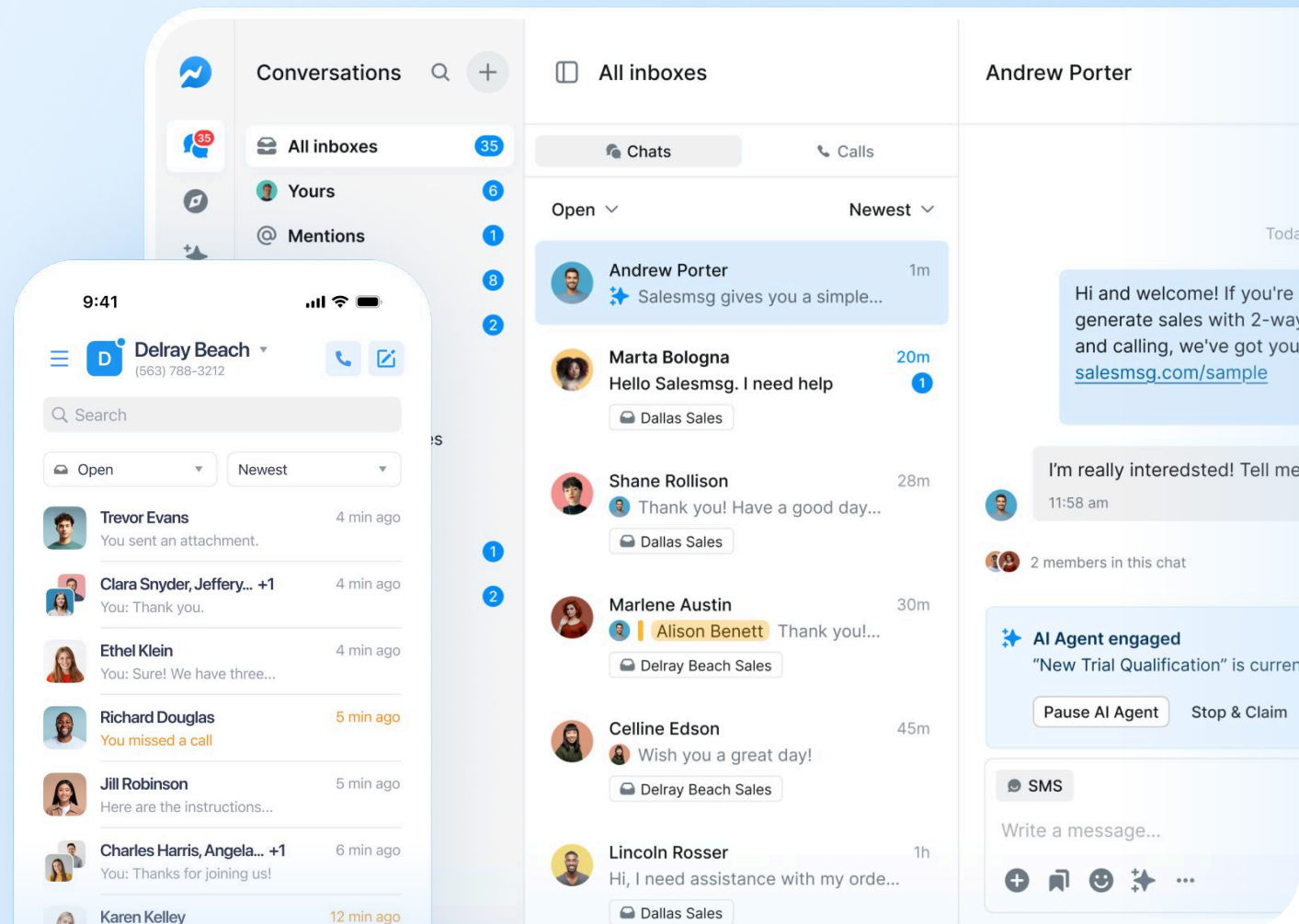
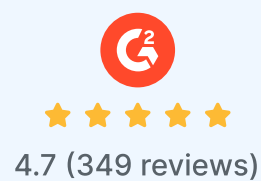
Salesmsg didn't just improve communication, it reshaped how top performers work, proving that automation and human connection can coexist to drive real results.



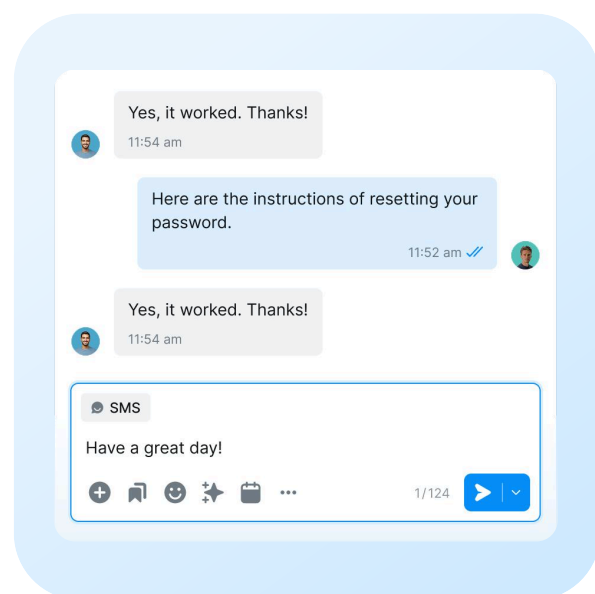


# One platform for every customer conversation

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

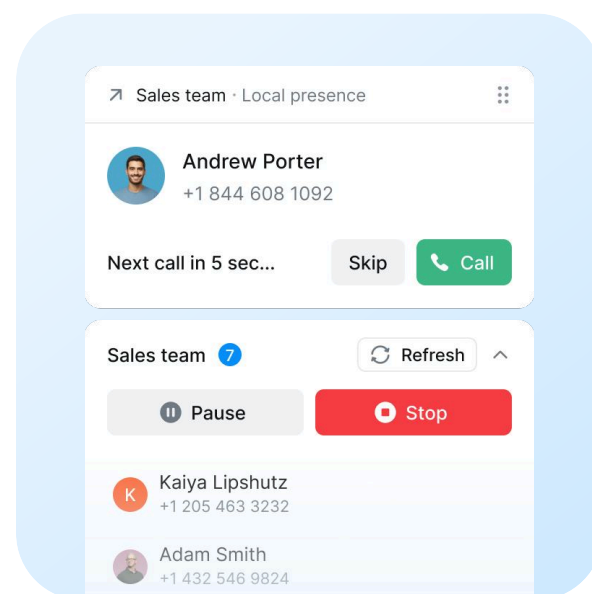


## Complete communication platform



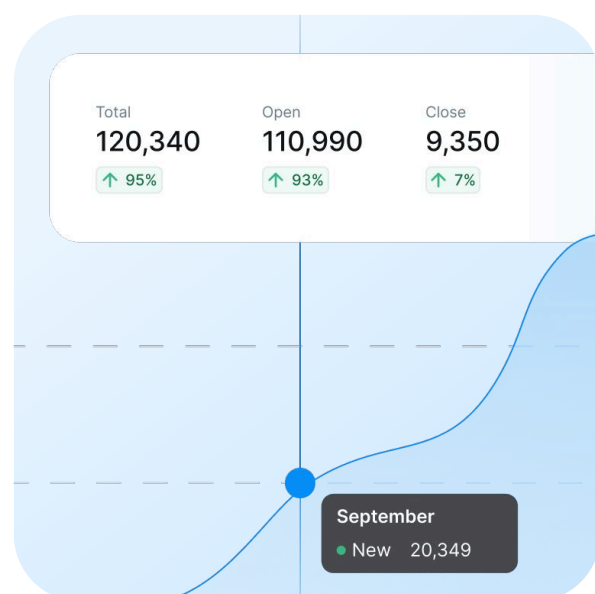
### Advanced messaging hub

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.



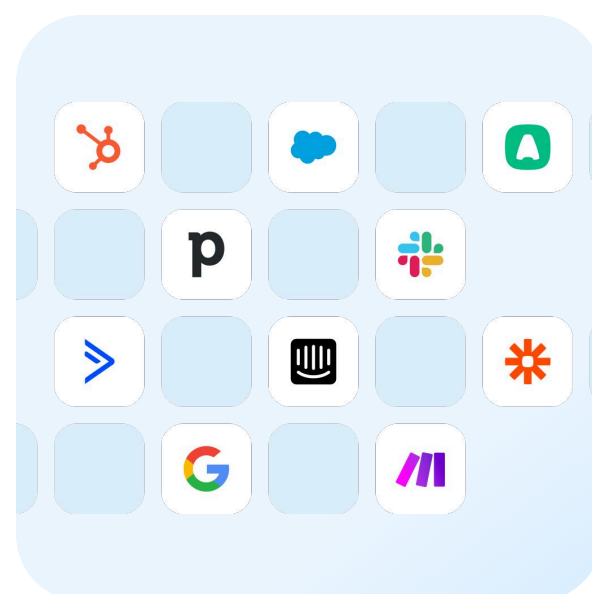
### Intelligent calling system

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

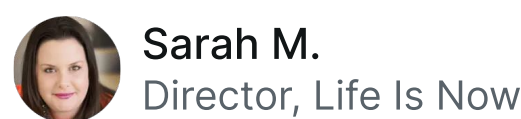
Track real-time performance metrics, conversation analytics, credit usage, and broadcast, campaign and workflow statistics – all in one dashboard.



### Integration marketplace

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

## Trusted by thousands



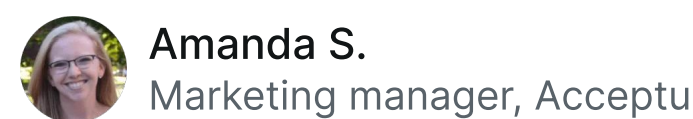
### Great customer service and easy to use!

"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."



### Best texting service.

"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!"



### Great, easy to use texting platform.

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

## Transform your business communications today

Start a free 14-day trial

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

