

Electrum powers consistent customer engagement with Salesmsg + Aircall

Results

Consistent engagement across teams

Every customer interaction flows through Salesmsg & Aircall.

Reduced administrative burden

Less tool switching, more time for customer engagement.

Improved appointment attendance

SMS and voice reminders reduce missed appointments.

Faster response times

Text- and voice-first workflows accelerate lead engagement.

Salesmsg, often paired with Aircall, became the centralized platform enabling consistent, accountable, and real-time customer engagement.

Electrum operates in the clean energy space, serving homeowners with electrification solutions. Fragmented communication tools, slow response times, and administrative burden were slowing sales and fulfillment workflows.

Business challenge

- Personal phones and RingCentral limited efficiency and visibility.
- Switching between tools added 15–30 minutes per day per rep.
- CRM lacked conversation logging, making compliance and oversight difficult.
- Missed appointments and slow responses affected customer experience.

Why Salesmsg + Aircall

Electrum chose Salesmsg for its:

- 1 CRM-native texting and calling with Aircall for voice support.
- 2 Bidirectional logging for compliance and visibility.
- 3 Automation features including templates, snippets, and voicemail drops.
- 4 Speed and reliability unmatched by prior solutions.

Implementation and usage

- ⌚ Rolled out to 100+ messaging numbers across multiple teams.
- 👤 Text-first and voice-first workflows increased response rates.
- ⚙️ Automated SMS engagement for new leads, confirmations, and partner communication.
- 📠 Voicemail drops and video messages scaled outreach without additional manual work.
- 📞 Aircall provides the dedicated voice layer alongside Salesmsg for full coverage.

"Being able to send text messages or make calls directly from our CRM saves lots of time. From a management perspective, seeing completed activities in one place has a huge impact on productivity."



Patrick Crowley

Director of Sales & Operations, Electrum

Conclusion

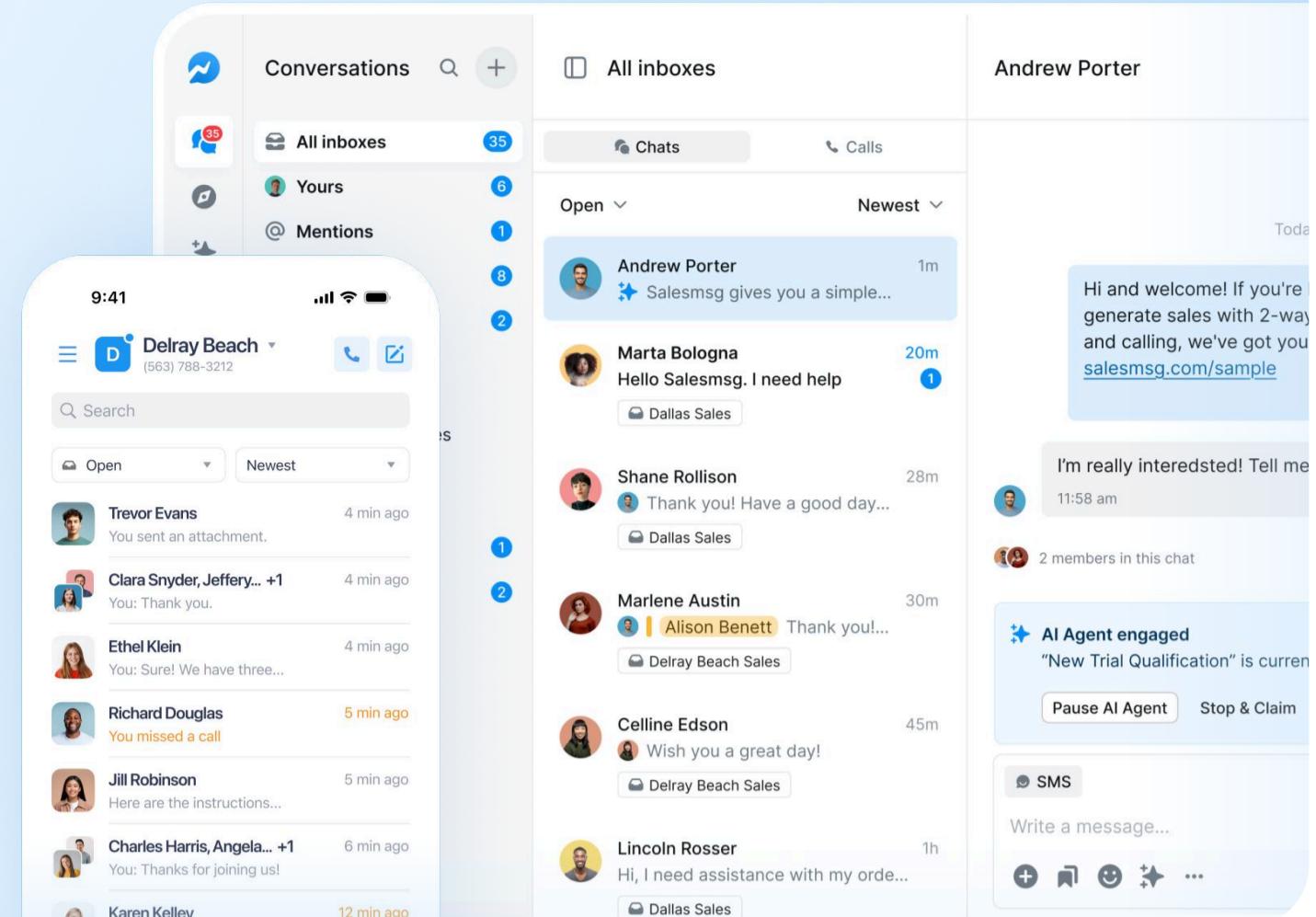
By centralizing texting and calling with Salesmsg + Aircall, Electrum reduced administrative burden, increased efficiency, and ensured reliable, documented engagement across all teams. The combination became the critical enabler of multi-team, multi-channel customer engagement, reinforcing trust and improving conversion across the entire lifecycle.

One platform for every customer conversation

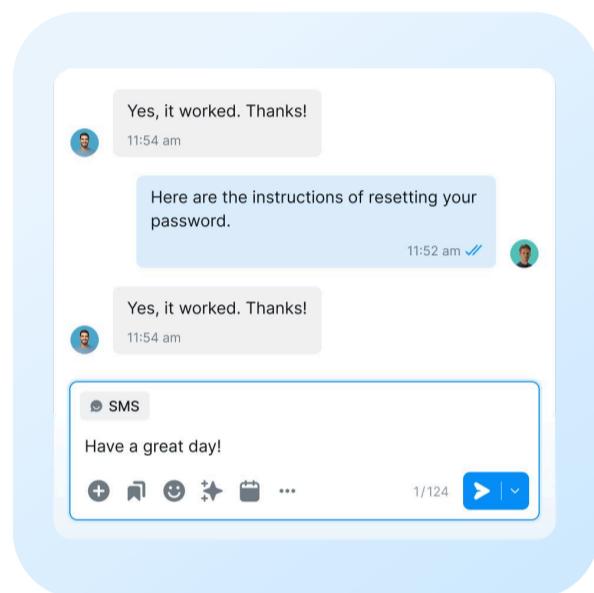
Simple, scalable, secure, AI-powered business texting & calling.



4.7 (349 reviews)

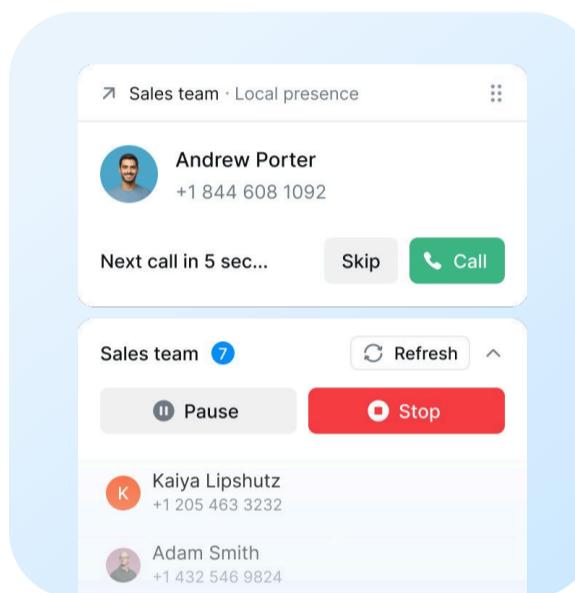


Complete communication platform



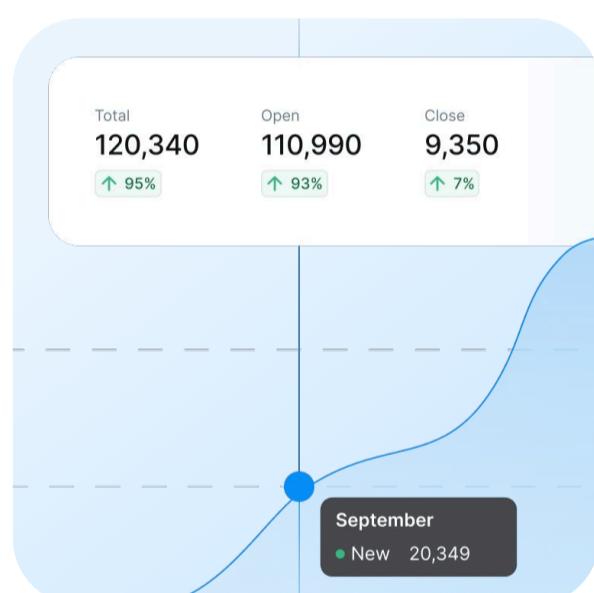
Advanced messaging hub

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.



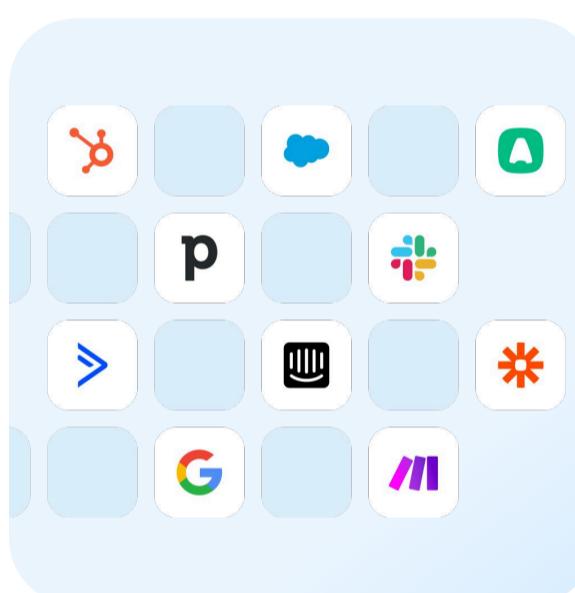
Intelligent calling system

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."



Sarah M.
Director, Life Is Now

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!"



Keron H.
Partner, Property Nation

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!"



Amanda S.
Marketing manager, Acceptu

Transform your business communications today

[Start a free 14-day trial](#)

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