

# ADTC cut 4+ hours of daily recruiting work down to 30 minutes

How ADTC automated candidate screening with AI-powered SMS bots and integrated calling in HubSpot.

## Results

**1 day to 1 hour**

Response time reduction

**4 hours to 40 min**

Daily manual work saved

**500-700**

Candidates screened weekly at peak

**Salesmsg + HubSpot became the centralized platform enabling consistent, accountable, and real-time candidate engagement.**

ADTC operates in the recruiting space, finding diesel technician candidates for companies like Vertive. Fragmented communication tools, slow response times, and administrative burden were slowing recruiting workflows and candidate experience.

## Why Salesmsg + HubSpot

- 1 CRM-native texting and calling with HubSpot for complete visibility.
- 2 Bidirectional logging for compliance and visibility.
- 3 AI-powered SMS bots automate repetitive qualification questions.
- 4 Unified platform eliminates tool-switching between SMS and calling.
- 5 Speed and reliability unmatched by prior solutions.

*"If Salesmsg disappeared tomorrow, we'd be freaking out. It would be like constant all day, every day. A total breakdown of what we do."*



**Kellie Barker**  
Recruiter & operations at ADTC

## Business challenge

- Personal phones and Sakari limited efficiency and visibility.
- Switching between tools added 15-30 minutes per day per rep.
- No conversation logging made compliance and oversight difficult.
- Missed appointments and slow responses affected candidate experience.
- Manual screening of 500-700 weekly candidates consumed 4+ hours daily.

## Implementation and usage

- HubSpot workflows enroll candidates in AI bots for instant screening.
- Five qualifying questions filter candidates automatically before human contact.
- Qualified candidates receive intake forms and schedule calls via Google Meet.
- Recruiters call through HubSpot integration or Salesmsg mobile app.
- Team monitors exceptions in **30-60 minutes** daily vs **4+ hours** previously.

## Conclusion

Centralizing texting and calling with Salesmsg + HubSpot reduced admin work, improved efficiency, and enabled reliable, multi-channel candidate engagement — boosting trust and conversion across the lifecycle.

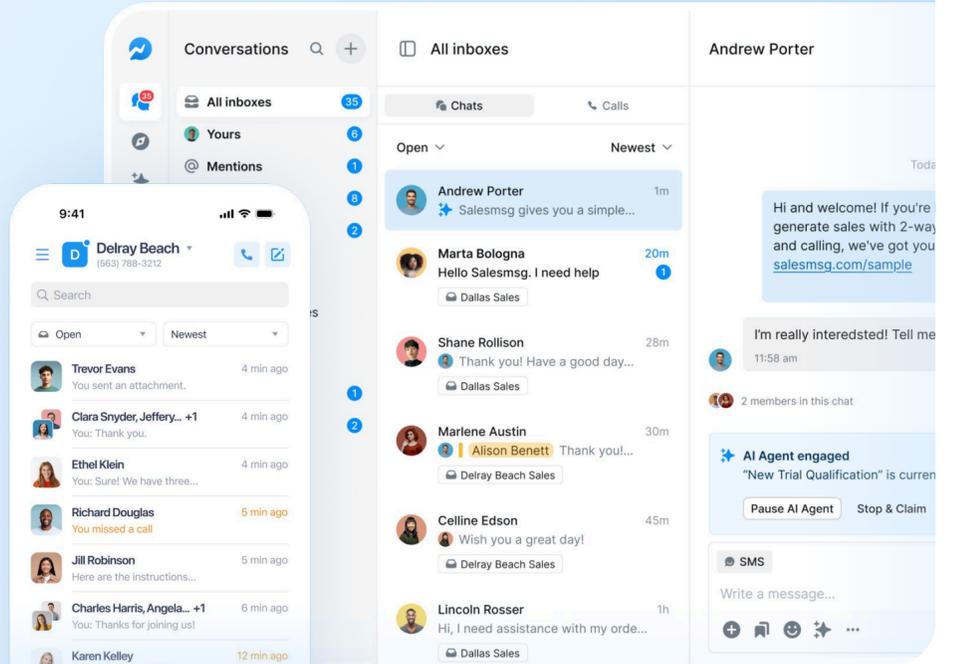


# One platform for every customer conversation

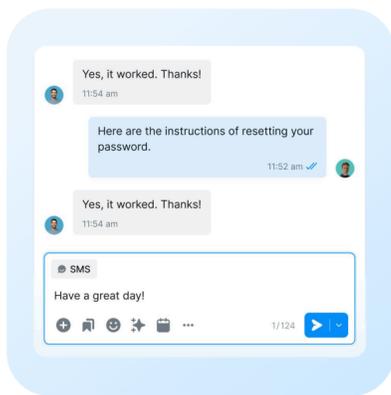
Simple, scalable, secure, AI-powered business texting & calling.



4.7 (349 reviews)

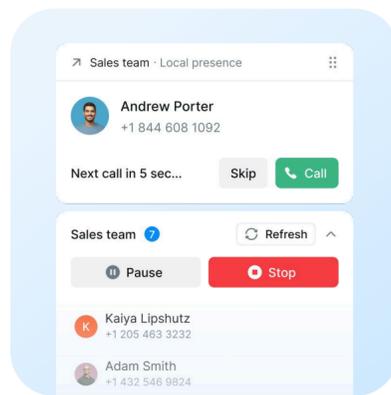


## Complete communication platform



### 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.



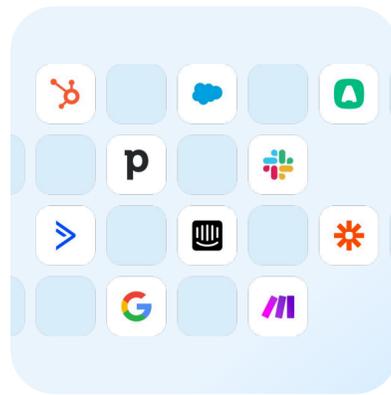
### Intelligent calling system

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.

