salesmsg | Links™ ABA Therapy Solutions

Customer story

How Links ABA cut the intake loop from 3 days to 1 with Salesmsg

Links ABA replaced phone-and-email intake follow-up with HubSpot-triggered texting, so families can respond on their own time.

COMPANY SNAPSHOT

- ABA therapy for children with autism
- Headquartered in Lakewood, New Jersey
- Serves families across multiple states
- ~40-person office, 4-person intake team
- HubSpot is the intake system of record
- Salesmsg customer since April 2026

RESULTS

Read the full case study

3 → 1 day
Document-and-insurance loop

1,023
Messages in the first 4 months

3 of 4
Intake specialists adopted Salesmsg

THE STORY

Stop losing families to phone tag

CHALLENGE

Intake ran on calls parents couldn't take

- Working parents missed daytime intake calls
- Unknown numbers were ignored as likely scams
- Emails were opened too slowly to keep pace
- Simple tasks stalled for days on a callback

SOLUTION

Salesmsg as the texting layer for HubSpot

- The first call stays a phone conversation
- HubSpot workflows trigger follow-up texts
- Documents, consent and updates move to text
- Replies land in the shared Salesmsg inbox

CORE FEATURES

HubSpot integration · Two-way texting · Shared inbox · Saved messages · Manual + automated follow-up

BUSINESS RESULTS AND IMPACT

Faster intake for families, more room for the team

A 3-day loop now closes in about 1

- Parents confirm consent by text at lunch
- Tasks resolve without waiting on a callback
- Email follow-ups largely replaced by text

More capacity for a 4-person intake team

- Specialists text while on another call
- Dead leads close with a single text
- Quick texts replace full calls when remote

> *"Instead of it taking 3 days because you have to wait to get through to the parent, wait for the psychologist, wait for the fax, it takes 1 day. One text gets the whole thing moving."*
>
> Leah Teichman, Intake Specialist, Links ABA

> *"I don't need to make a whole phone call to tell a parent we received their documents. I just text them. It takes five seconds and they know right away."*
>
> Leah Teichman, Intake Specialist, Links ABA

salesmsg

Platform

Texting, calling, AI agents for revenue teams

FALL 2026 G2 Leader MID-MARKET

FALL 2026 G2 Best Results

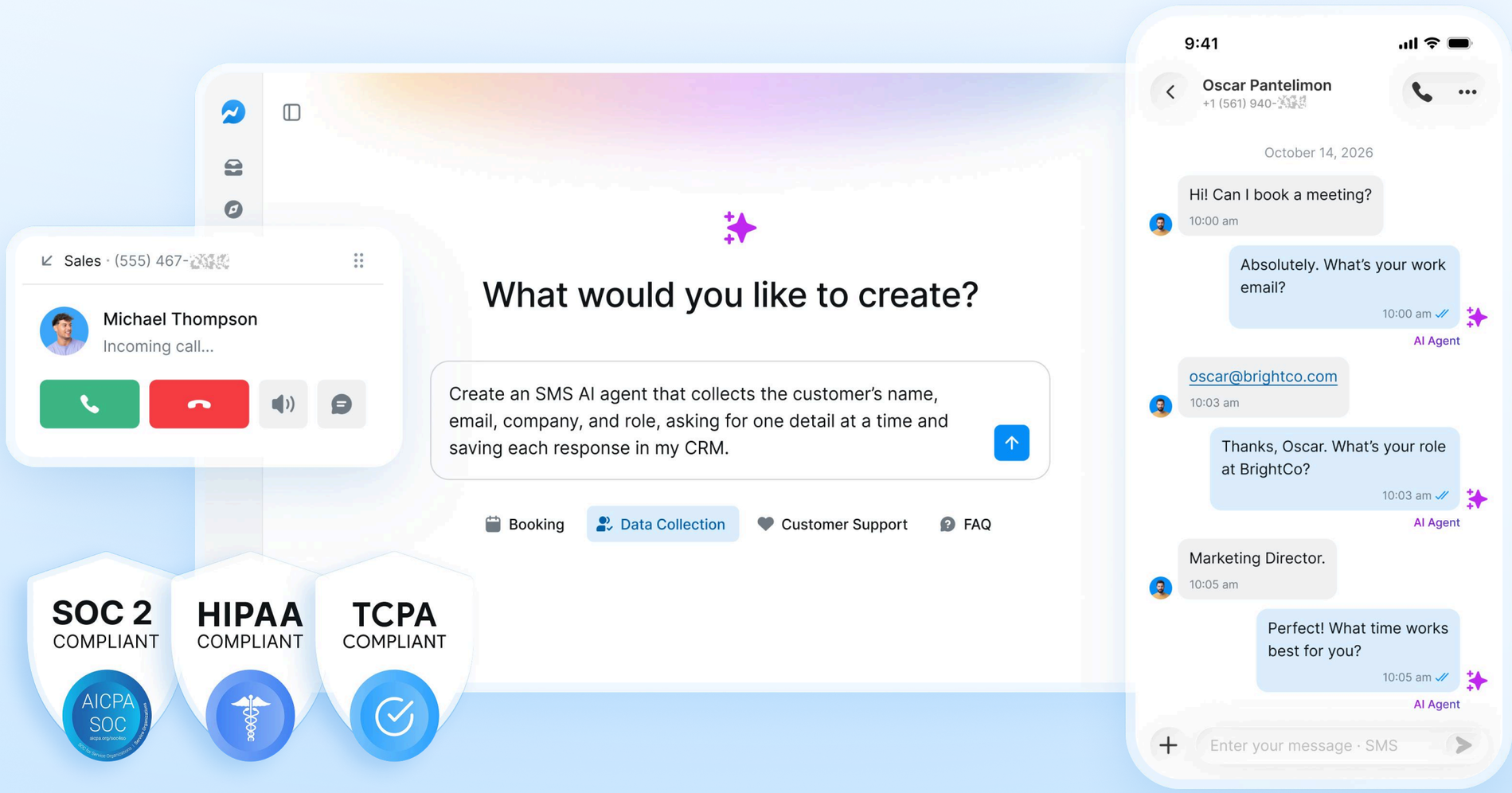
FALL 2026 G2 High Performer

Text & call from one shared inbox

Respond, qualify & book with AI

Automate every follow-up

Sync conversations to your CRM



PLATFORM FEATURES

Everything your team needs to text, call, & convert

Two-way SMS

Send and receive: every reply goes to a shared team inbox, not a personal phone.

Broadcasts

Send to a segment in seconds; replies come back into the shared inbox automatically.

AI agents

Handle inbound volume automatically: qualify, answer, book, and hand off to your team.

Workflows & automation

Multi-step sequences with branching logic triggered by CRM data or rep actions.

SMS + calling

Both channels in one platform, shared inbox handles texts and calls side by side.

Power dialer

Auto-dial the next contact on completion, transfer calls, and drop ringless voicemails.

Call routing

Route calls with IVR, round robin, or CRM-based rules: every inbound call reaches the right person.

30+ integrations

Connect with HubSpot, Salesforce, and the tools your team already uses.

Analytics & reporting

Real-time visibility into message performance, response rates, and conversion data.

The first reply wins the deal. Make sure it's you.

Drive more leads with every conversation. Try Salesmsg free for 14 days.

Start free trial