

Application: 5251

Salesmsg 2.0: The New Texting and Calling Platform for Every Business

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Salesmsg
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Salesmsg 2.0: The New Texting and Calling Platform for Every Business
Category I05. New Product of the Year - Communication Technology
New Product Submission Format Written Answers

a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required

Let's face it. Customers don't want to call these days. They'd rather text.

The problem: Most businesses don't have an easy way to text customers. So many simply miss out. Or they try to text from personal cells, which can be a liability risk.

The solution: At Salesmsg, we built the simple, scalable, trackable and 100% transparent platform that lets all kinds of businesses text and call their customers. Since 2017, our platform has helped our customers send over 300 million text messages and make over 5 million calls.

Every year, our dev team of less than 40 ships 1,500+ improvements for Salesmsg. That includes new features, upgrades, quick fixes and many, many requests from our 3,500 customers.

But in 2024, they outdid themselves. They shipped a whole new platform we wanted for years: Salesmsg 2.0.

Salesmsg 2.0 has all the texting-and-calling features our customers expect, with a new modern design, new user-friendly features, new upgrades and a flexible backend structure capable of accommodating future needs and wants of our customers.

Equally impressive: Our team shipped Salesmsg 2.0 in stages over 90 days, and still maintained our platform's expected 99.9% uptime—so our customers could continue texting and calling without any outages.

b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required

At Salesmsg, we introduced our 3,500 customers to this new Salesmsg 2.0 platform on 3/19/24.

Just like our original platform, Salesmsg 2.0 is a two-way texting-and-calling platform for marketing, sales and support teams. "Two-way" means businesses can text their customers and invite them to text back. (Same with calling.) This is invaluable for responding to support questions, reminding customers to show up for sales demos or closing deals for sales teams.

Salesmsg 2.0 also gives businesses everything they need to send SMS and MMS broadcasts (or "mass texts") to many customers or leads at once. That's important for marketers, because text messages has an average open rate that's 5x higher than email. (98% for texts vs. 20% for emails.)

With our new 2.0 platform, our dev team built-in new features, upgrades and functionality that makes it even easier for teams to text and call their customers. Many of our new features are designed to save teams' time and boost productivity as they work together.

For example, Salesmsg 2.0 includes our new Contacts Page. This completely redesigned page allows you to create, sort, import and manage all your business's leads and customers all in the same place.

Salesmsg 2.0 also includes our new Call and Chat History, which gives you an itemized list of every call or message for your business—so you can easily locate past conversations.

Our team also built-in new backend functionality that allows us to create future must-have features, like our new ██████████ AI Textbot.

c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

What makes Salesmsg 2.0 unique is the same thing that makes our team unique.

It's our rate of innovation.

[REDACTED FOR PUBLICATION]

At Salesmsg, we work with an international team in almost every timezone. Our team is constantly reimagining what's possible with our product.

For years, our team built Salesmsg based on customers' feedback. They introduced new features, upgrades and even entire integrations based on customers' requests.

As our customers have evolved, so has our texting-and-calling platform.

In 2023 alone, our team released 913 improvements, 157 new features, and quietly took care of 2,207 bugs in our platform. Many of these updates came directly from customers' requests.

Along the way, our team still maintained our 99.9% uptime for our Salesmsg platform.

Our dev team also maintained Salesmsg's tight, seamless integrations with leading CRMs like HubSpot, ActiveCampaign, Salesforce and many others. That's important because it ensures our customers can easily use Salesmsg to text and call their CRM contacts—and all platforms work perfectly together.

Now that we have our new Salesmsg 2.0 platform, our team continues to race ahead to introduce new features or upgrades literally every week of the year.

Salesmsg 2.0 is the new playground for our developers to release game-changing features like our AI Textbot that qualifies your leads for you, new automated texting campaigns, and much, much more.

With this new, major upgrade, Salesmsg is now in an even better position to serve our customers for many, many years to come.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Supporting materials include:

1. Salesmsg website: You'll get a look at exactly what our Salesmsg platform does, and why our customers love it.
2. Salesmsg 2.0 blog announcement: You'll hear how this platform started as a dream from our founder, Chris Brisson, and finally rolled out to our customers over 90 days.
3. New Redesigned Contacts Page: You'll see this new redesigned page for Salesmsg 2.0—and find out why it just made importing, sorting, managing and finding contacts so much easier for customers.
4. New Call and Chat History: You'll get a look at our new Salesmsg 2.0 feature that easily organizes all calls and messages for our customers.
5. New 2.0 Features for Conversations: You'll see how we made managing texting conversations even easier for customers inside our new 2.0 platform.
6. New Teams Feature: Salesmsg was made for teams of 10+. With this new feature, our customers can now organize members of their team into groups.

Webpage Link

<https://www.salesmessage.com/> (<https://www.salesmessage.com/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.salesmessage.com/blog/all-new-salesmsg-2-0> (<https://www.salesmessage.com/blog/all-new-salesmsg-2-0>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.salesmessage.com/features/salesmsg-2-0-redesigned-contacts-page>
(<https://www.salesmessage.com/features/salesmsg-2-0-redesigned-contacts-page>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://www.salesmessage.com/features/call-history> (<https://www.salesmessage.com/features/call-history>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.salesmessage.com/features/salesmsg-color-coding> (<https://www.salesmessage.com/features/salesmsg-color-coding>)

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Yes

Web Page Link 6

<https://www.salesmessage.com/features/organize-your-salesmsg-users-into-groups-with-teams>
(<https://www.salesmessage.com/features/organize-your-salesmsg-users-into-groups-with-teams>)

Would you like to add an additional webpage link?

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Web Page Link 7

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

No

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