

Application: 6486

## How a Product Team of Fewer Than 60 Ships 1,500 Updates a Year—Without Disruption

### **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

[REDACTED]  
[REDACTED]

### **Additional Contacts**

I do not wish to list additional contacts

### **Page: Entry Information**

#### **Entry Title**

How a Product Team of Fewer Than 60 Ships 1,500 Updates a Year—Without Disruption

#### **Category**

I08. Technology Team of the Year - Communication Technology

#### **Technology Team Submission Format**

Written Answers

**a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required**

The Salesmsg Product Team has been the driving force behind our company since its founding in 2017.

From day one, our developers focused on solving a major problem: giving businesses a simple, no-coding way to text their customers. To move fast, we built our platform on Twilio's reliable messaging infrastructure—freeing our dev team to focus on what really matters: our customers.

That customer-first mindset still defines how we work today. Our team builds the roadmap based on direct feedback through Canny, prioritizing the features and integrations our users request most. We ship updates weekly. In 2024 alone, our lean team of fewer than 60 delivered 157 new features, 1,277 improvements, and 2,931 bug fixes—including many bugs that were resolved within days.

We've built deep integrations with tools like HubSpot, Salesforce, Slack, Make, and Zapier so Salesmsg fits seamlessly into our customers' tech stacks. And we've consistently evolved the platform to meet the moment—from adding a calling platform to mobile carrier compliance to the rise of AI.

Through it all, our mission remains the same: build fast, build smart, and build what customers actually need. That's how we've created one of the fastest-evolving, most customer-driven product teams in communication technology.

**b. Outline the technology team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required**

Since early 2024, the Salesmsg Product Team has redefined what modern business communication can be—shipping smarter automation, global reach, and deeper CRM tools into one seamless platform.

This lean team of fewer than 60 operates like the AI-powered platform they've built—fast, intelligent, and relentless. Every Thursday, the Product Team ships new features, improvements, or upgrades. And despite that weekly pace, they've continued to maintain 99.9% uptime for our Salesmsg app.

One of their most impactful releases: AI Agents—AI-driven chatbots that text customers for your business. These AI Agents can potentially save sales and support teams hours every week by automatically responding to leads, answering FAQs, and qualifying contacts through natural, human-like conversations. The Product Team made them easy to train using internal documents and simple to deploy in HubSpot workflows.

To empower more intelligent outreach, the Product Team introduced Workflows and Triggers. These innovative automation tools enable users to automate texts and ringless voicemails based on real-time customer actions—without leaving our Salesmsg platform. (No CRM required.)

To make texting compliance less of a headache for all, the Product Team built an AI-driven 10DLC registration flow into the app—so Salesmsg users can easily zip through and complete their compliance.

They also launched international texting, allowing U.S. users to text contacts in over 100 countries using the same number they already use.

And with a fully redesigned HubSpot inbox widget, the team made it possible to text and call customers without ever leaving the CRM.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required**

What makes the Salesmsg Product Team's achievements so significant isn't just what they built—it's how they built it.

While many tech providers ship infrequent, complex updates, the Salesmsg Product Team operates on a weekly release cycle. Every Thursday, they deliver new features or improvements—without compromising the Salesmsg platform's stability. That pace is rare in SaaS, especially with a team of fewer than 60.

Their 2024–2025 work reflects a rare blend of innovation and usability. They built powerful tools like AI Agents that stand out for their real-world utility. While other companies are still experimenting with AI, Salesmsg customers are already using AI Agents to respond to leads, ask qualifying questions, and take CRM actions in real time—no coding required.

This Product Team also turns potential friction points into elegant platform experiences. A stellar example: 10DLC compliance. While many providers still rely on external guides, the Product Team built the original in-app registration flow years ago—and then reimagined this workflow again within the last year. The updated, AI-guided experience walks new users step-by-step through registering with mobile carriers so they can start texting—without ever leaving the platform.

Whether they're building new Workflows, launching international texting, or introducing a redesigned HubSpot inbox widget, the team continues to remove friction and expand what customers can do with Salesmsg.

Rooted in a Kaizen mindset, the Product Team constantly looks for small, meaningful ways to improve the platform—every week, every release, every detail. That's what makes this team so impressive in communication tech.

**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:

Salesmsg Website: Explore the core platform and see the full range of features built by the Product Team to support two-way texting, SMS marketing, automated texting, and calling at scale.

Salesmsg Product Page: Scroll through a timeline of major releases from 2024 and 2025 to see the Product Team's steady pace of innovation.

Salesmsg Feature Page: This page highlights the team's weekly release cadence, including new features, enhancements, and upgrades from the past year.

2024 Year-End Recap: A high-level summary of the Product Team's impact, including total features shipped, platform improvements, and bugs resolved across the year.

AI Agents Launch [REDACTED] This page details the initial rollout of AI Agents in summer 2024, including early use cases and how customers began leveraging them to qualify leads and automate replies.

AI Agent Upgrades: This update showcases the Product Team's continuous improvement mindset—adding Knowledge-base training capabilities and swipe-and-deploy templates to enhance AI Agents' functionality.

Upgraded HubSpot Widget: Get a look at the latest enhancements to Salesmsg's native HubSpot experience, including native texting and calling from inside HubSpot.

Workflows: Take a look at the automation tool that the Product Team designed to let users easily build automated SMS campaigns directly within Salesmsg—no CRM required.

Triggers: This new automation feature sends text messages based on specific customer behavior. The Product Team launched it to help users deliver the right message at the right time.

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**Would you like to add an additional webpage link?**

Yes

[REDACTED]

**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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