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Digital tools enable a human touch — and boost revenues 20% — for Sales-Hub

Sales-Hub relies on excellent customer service to grow its business. But its sales potential was hampered by outdated contact center technology. After implementing the Genesys Cloud™ platform, Sales-Hub has improved staff productivity by 25% and seen a 20% boost in revenues.

25%

improvement
in staff
productivity

20%

boost in
revenues and
sales
conversions

20%

increase in
operational
efficiency

AT A GLANCE

Customer: Sales-Hub

Industry: Telecommunications

Location: Latin America

Company size: About 165 agents

CHALLENGES

Poor personalization and integration capabilities, Lack of key performance indicators, Insufficient visibility of workflows

PRODUCT

Genesys Cloud CX

CAPABILITIES

Inbound, Outbound, Email, Web messaging, SMS, Workforce engagement management

From doorstep sales to digital interactions

Few founders understand the value of human contact like Titus Jumper. The CEO of California-based Sales-Hub, a company that specializes in delivering marketing campaigns for the telecommunications industry, started out as a door-to-door salesman at 19. That experience has helped define a company that now uses the latest digital technology to achieve a 6,000% year-on-year growth and is betting heavily on artificial intelligence (AI) tools for future success.

“For us it is vital to build a significant, positive relationship that builds loyalty and long-term customer retention,” said Jumper. “In our business we place deep value on offering attentive, friendly and transparent care, guaranteeing that every client feels appreciated and well attended.”

What has changed is that the kind of personal relationships previously possible with door-to-door sales now must be earned on the phone or online. And that was not easy for Sales-Hub in the early days, because its customer experience (CX) platform was not up to the task.

“Thanks to Genesys’s experience in artificial intelligence, automation and data analysis, we can offer a highly personalized service, speed up the sales process and immediately identify areas of opportunity. This allows us to anticipate our clients’ needs.”



Edgar Celaya

Director of Sales and Contact Center ,
Sales-Hub

Improving workflow management

Sales-Hub, founded in 2022, works with telecommunications providers such as Excess Telecom to deliver integrated full-funnel sales campaigns spanning a range of digital channels, from online media and websites to email and phone. More than 80% of the company’s 200-plus employees are contact center agents, working remotely or from the centers the company has in Mexico and the Philippines.

Originally, they relied on a Readymode customer engagement platform for outbound calling, along with ManyChat for chat marketing and MoneyMonkey (now Customers.ai) for messaging automation. The mix did not work as well as Sales-Hub hoped. "The lack of visibility, workflows, personalization and integration, along with an absence of agent key performance indicators, had a significant impact on the sales operation, affecting the evaluation of agent achievement and the quality of the service," said Edgar Celaya, Director of Sales and Contact Center at Sales-Hub.

With telecom clients pushing the company to reach more customers in less time, via channels as diverse as the phone, chat and email, Sales-Hub began looking into the possibility of switching to an integrated CX platform with greater personalization potential.

"Our vision is to position ourselves as leaders in our market niche, combining innovation and personalization to offer solutions that are fast, efficient and linked to the needs of each client."



Titus Jumper
CEO, Sales-Hub

The power of an integrated platform

Working with Mexico-based CX specialist ESMT, Sales-Hub looked at the offerings from platform vendors including Avaya, Five9 and Readymode. But it soon became apparent that the most complete option was Genesys Cloud CX®, which combines omnichannel routing across voice and digital channels with a comprehensive interface, speech and text analytics, and unified communications and collaboration.

Genesys Cloud CX also offers AI-enabled workforce engagement management (WEM), an important capability for a fast-growing, hardworking contact center business such as Sales-Hub. Other attractive features included the ability to integrate the Genesys platform with Sales-Hub customer relationship management software, and the fact that the CX system was Payment Card Industry certified and hosted in the cloud.

It took around four weeks to define the requirements for the Genesys platform, and a similar span to carry out the implementation and migration from Readymode.

"The experience with ESMT has been exceptional from the beginning," said Celaya. "We believe it was key to have daily sessions between our teams to align our requirements, document them and carry out constant testing. Thanks to this dynamic, we were able to improve the efficacy of our indicators, accelerate development, generate new solution ideas and foster continuous improvements in customer experience, which has contributed to a strong increase in sales and billings."

"These advances have not only increased our operational efficiency but also strengthened our sales opportunities and the relationships with our clients, allowing us to provide greater intimacy and accessibility through different voice and digital channels."



Edgar Celaya

Director of Sales and Contact Center, Sales-Hub

Driving sales growth

The Genesys platform has helped deliver a 20% uplift in revenues, and a more than 20% boost in sales conversions, by making it

easier to segment and schedule campaigns. Plus, there has been a 15% improvement in payment processing, thanks to the implementation of automated reminders.

Meanwhile, the company has seen a 25% increase in productivity and a 20% uptick in operational efficiency with the use of a Genesys Cloud WEM module for work scheduling. Automated scheduling of training sessions has resulted in a 50% increase in course completion rates.

"Thanks to these tools, we've been able to personalize our service, optimize response times and predict the needs of our clients, which has significantly improved their experience and the revenues we generate," said Celaya. "These advances have not only increased our operational efficiency but also strengthened our sales opportunities and the relationships with our clients, allowing us to provide greater intimacy and accessibility through different voice and digital channels."

Moving toward an AI-enabled future

Today, Sales-Hub is moving even further into the digital domain through the launch of their own products, such as [Jovee.ai](#), a next-generation AI platform that supports sales and customer support via chat, text and phone calls. "Our vision is to position ourselves as leaders in our market niche, combining innovation and personalization to offer solutions that are fast, efficient and linked to the needs of each client," said Jumper.

Genesys Cloud CX, and an AI bundle that Sales-Hub has acquired alongside it, will be key to achieving this vision. "Genesys has given us advanced tools and solutions that optimize the efficiency and quality of our client services," said Celaya. "Thanks to Genesys's experience in AI, automation and data analysis, we can offer a highly personalized service, speed up the sales process and immediately identify areas of opportunity. This allows us to anticipate our clients' needs."

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