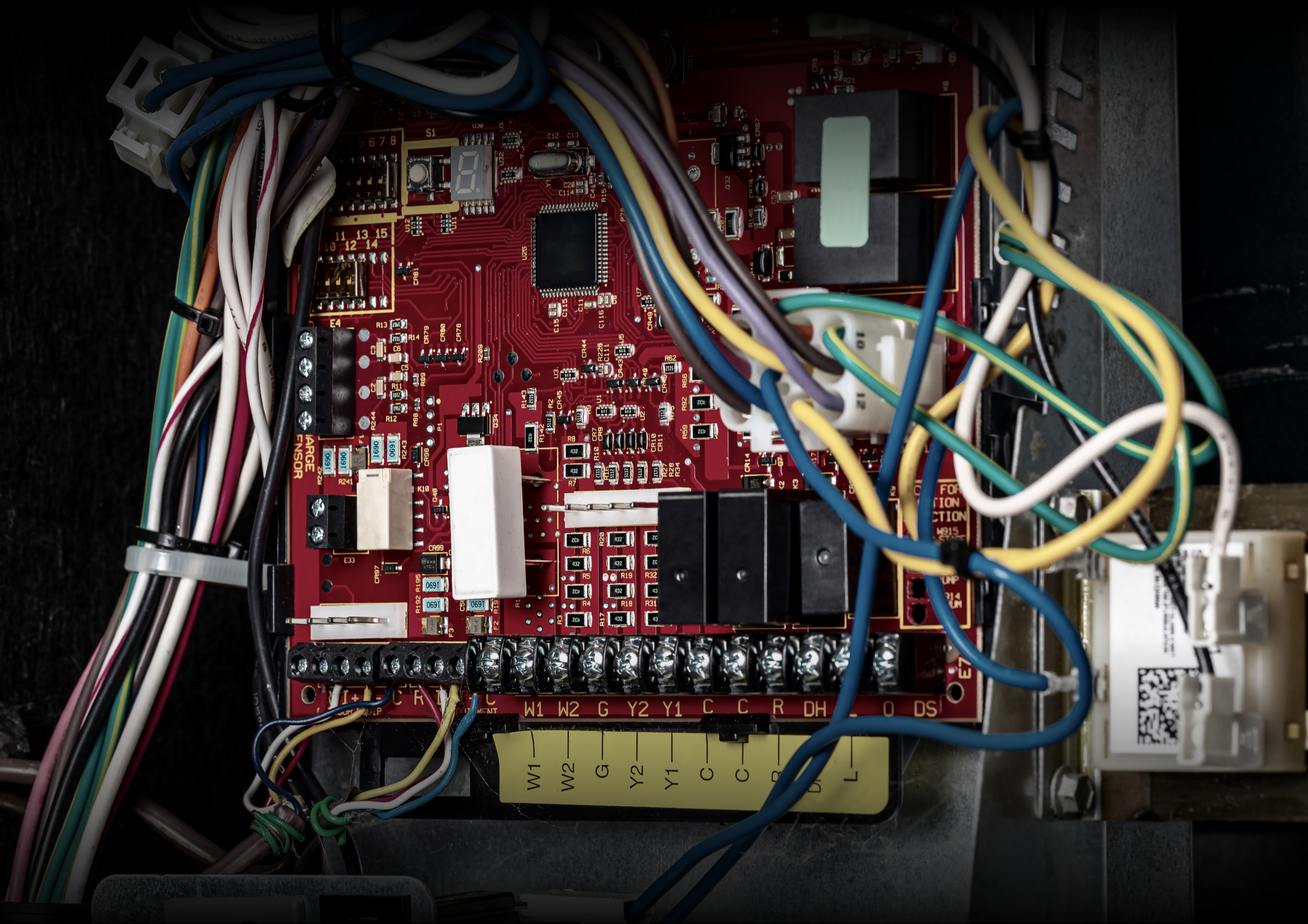


PROKEEP



“ Broadcast text messaging is something I’ve wanted since the beginning of Prokeep because we wanted to use it to schedule and promote delivery routes to conserve fuel and hours for our employees. ”

Joel Rhodes
Operations Manager
Johnstone Odessa



Company:

Johnstone Odessa

Location:

Odessa, Texas

Industry:

HVACR & Equipment

Solution:

Business Texting

Broadcast Text Messaging

Automated Order Updates

WATCH THE SPOTLIGHT



START YOUR FREE TRIAL

www.prokeep.com

THE JOHNSTONE MISSION:

Since 1953, beginning with a single modest store operating in Portland, Oregon, Johnstone has grown to be a distribution powerhouse offering the largest selection of equipment and genuine OEM parts in the industry. Their mission is simple: Making it easy for the HVACR contractor to do business.

CHALLENGE

Joel's challenges before Prokeep:

- Difficulty informing customers of order status
- Wasting time & fuel with inefficient delivery routes
- Marketing to customers wasn't optimal
- Difficulty getting customers to adopt using the Johnstone online store

SOLUTION

Prokeep solutions:

- Automated order updates notified customers of order status
- Broadcast Text Messaging allowed staff to alert customers of delivery dates
- Marketing to customers via text message improved engagement and ROI
- Incentivizing ecomm adoption over broadcast text message spiked usage

RESULTS

"Efficiency increase was 100 to 500 fold from the time when we didn't have Broadcast Text Messaging to when we did ."

2,103

PROMOTION RESPONSES
VIA TEXT

26,142 broadcast
text messages sent

BETTER
CUSTOMER
EXPERIENCE

BETTER
MARKETING
ENGAGEMENT

1,203 broadcast
marketing campaigns



Increased ecommerce sales

"Broadcast text messaging has helped our **online sales increase about 300%** over the last year."



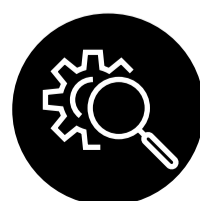
Better marketing communication

"We use it for communication with customers about events that we're having, advertising new products, and we also support our website orders with it."



Streamlined deliveries

"It improves customer satisfaction. You measure that by customers doing more business with you – and we've seen that..."



Increased operational efficiency

"What better way to send a message that you have an online product for sale than in a text message where they can flip over to a browser and place that order."