



“Even at the end of a shift reps can review and accept quotes and making the drop off the next day. Sometimes customers aren’t even expecting that, but you’ve delivered for them.”

— Jeff Poss | Business Process Manager | Auer Steel

Company:
Auer Steel

Location:
WI, MN, ND & MI

Industry:
HVAC

Solution:
Business Texting
Order Automation
Unified Inbox



**Watch the
Spotlight**

The Auer Steel Mission:

Founded in 1940 in Milwaukee, Auer Steel now serves the HVAC community throughout Wisconsin, Minnesota, eastern North Dakota, and Michigan's Upper Peninsula. Running on Profit 21 (P21) and eight years into Prokeep, **Auer Steel is now diving deep into order automation – transforming the way their team quotes, communicates, and driving more orders.**

Challenges Before Prokeep

- Requests scattered across personal phones, emails, and calls
- Lost time on manual processes
- After-hours requests meant someone needed to work late
- Lack of visibility into quote and order activity

Solutions After Prokeep

- One unified inbox connecting every channel to one place
- Order Automation automatically turns any request into an ERP-ready quote
- Auto-generated quote landing pages let customers submit orders on their own time
- Centralized dashboard with all customer data so anyone can pick up a conversation

Results:

"Follow-ups are definitely easier because you gain visibility. So, if you're like a manager or supervisor and you just want to see like activity, right, it's a great spot to see the quotes coming in and who's using it and what types of customers."

50%

Fewer Clicks to
Book an Order on P21

8 YEARS

running on Prokeep

Half the Clicks, 2x the speed



"We measured every click booking a four-line order versus doing it in Prokeep... it was about half."

Quotes ready after hours



"Reps are able to look at the quote, accept it, and get it moving, even making the drop-off the next day."

Better accuracy



"The image automation has been super helpful. They pull models and serials straight from pictures."

Visibility for the whole team



"I can see anyone's quotes and follow up for them, nothing just dies on the vine."

Get a Demo