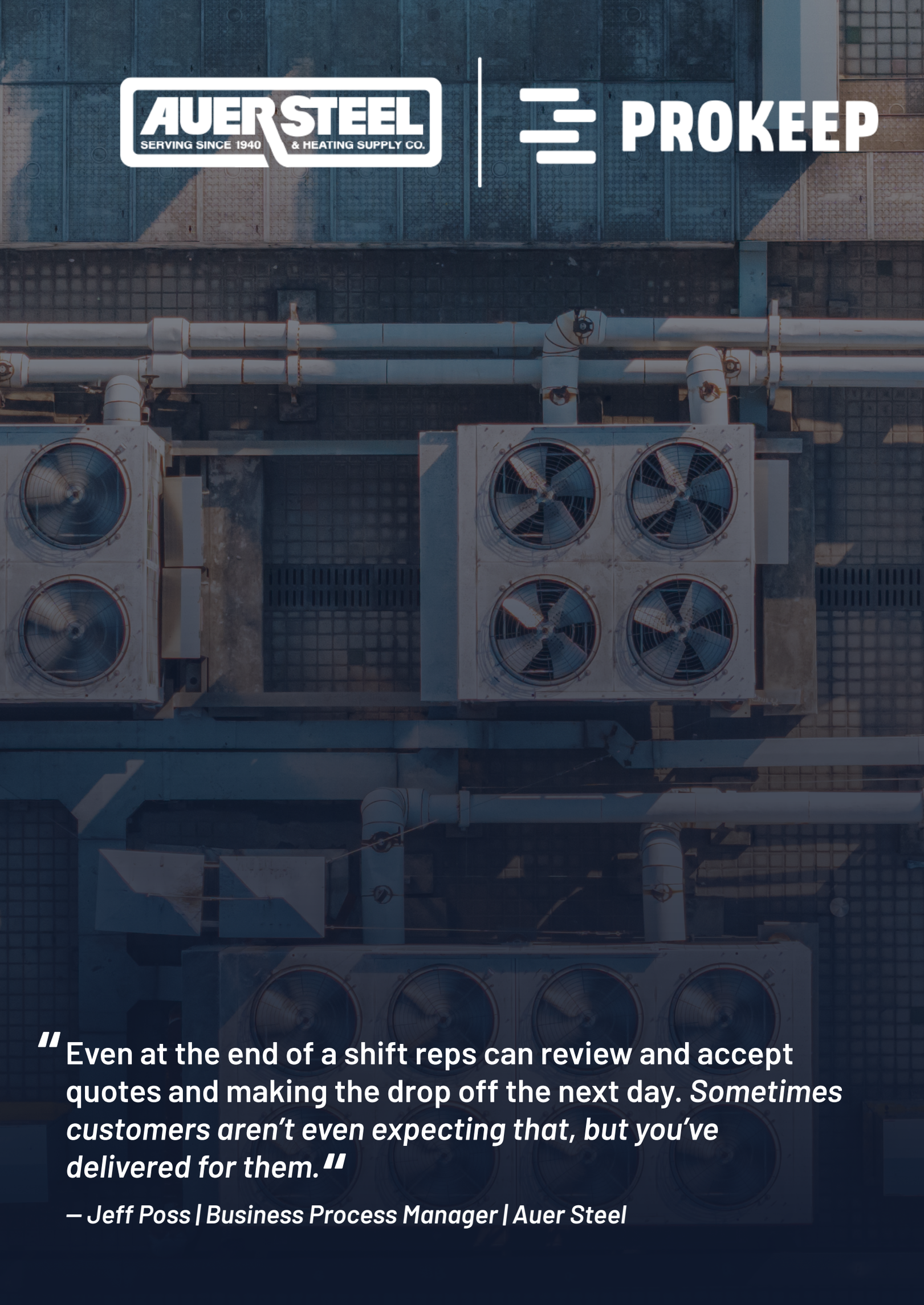


"Even at the end of a shift reps can review and accept quotes and making the drop off the next day. *Sometimes customers aren't even expecting that, but you've delivered for them."*

— 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."

Better accuracy

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

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."

Visibility for the whole team

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

Get a Demo