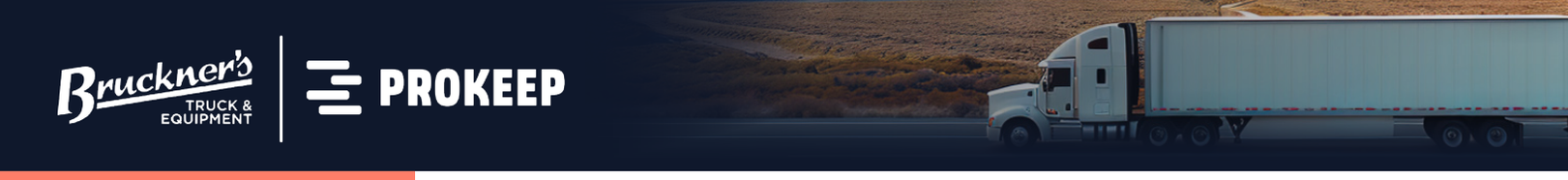
Bruckner's TRUCK & EQUIPMENT | PROKEEP



"When we first started Prokeep, I was probably getting anywhere from 10 to 15, maybe 20 alerts a day saying we haven't responded. I bet I don't get one a day that's gone over 15 minutes."

— *Tracy Osborne* | Service Manager | Bruckner's Truck & Equipment



Company:
Bruckner's Truck & Equipment

Locations:
TX, AR, KS, LA, OK, NM, CO, WA, MT & ID

Industries:
Automotive Equipment

Solutions:
Business Texting
Unified Inbox
Order Automation
Growth Hub

Watch the ***Spotlight***

How Bruckner's Lifted Customer Satisfaction, Cut Wait Time and *Eliminated Missed Orders*

The Challenge

Bruckner's, a multi-location Mack and Volvo dealership, had service cases, texts, and parts requests scattered across four or five systems. Texts landed on personal phones, and emails sat in individual inboxes. Important conversations disappeared before anyone could act on them. This turned into missed orders and long wait times for customers.

The Solution: Prokeep puts every customer conversation in *one shared place.*

- **Business texting,** so customers can text in orders in seconds.
- **Shared visibility,** so anyone on the team can pick up where someone left off.
- **Photos and video,** so customers can snap and send a VIN tag or part in seconds.
- **Proactive follow-ups,** that keep customers in the loop and coming back.
- **Connected workflows,** that sync with the systems your team already uses.

Bruckner's Results:

NPS (customer satisfaction score) increased from increasing 72→85.

Missed-response alerts decreased from 15–20 alerts/day →under 1.

Onboarded 12 locations in a single day.

The Prokeep Impact
Across our customers

- **50 hours saved per week**
- **Up to 70–80% less time lost to voicemail tag and missed calls**
- **300% increase in online orders and sales**
- **3x orders processed per day**
- **10+ additional customers served per day**

The Problem Is Industry-Wide: In a recent Prokeep survey of 85 truck dealers and distributors, 84% of reps lose 1–4 hours a week chasing internal updates, 95% carry at least one stalled order each week, and 88% juggle three or more systems for a single repair.

See how Prokeep works for your dealership