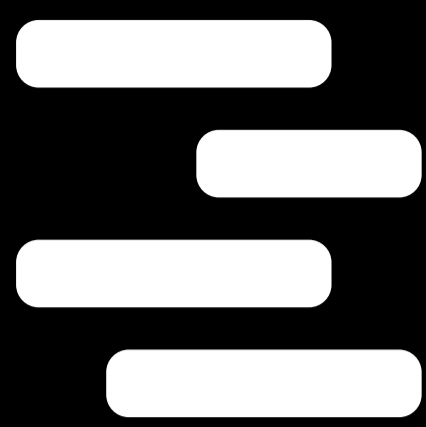




TRUCKWORX



PROKEEP

“

When we first started rolling out specials through [Prokeep] it was not uncommon to immediately see pallets of product being sent out the door. //

*Susan Dunn
Corporate Inventory Control Manager
Truckworx*





Company:

Truckworx

Location:

Gulf South

Industry:

Trucking & Equipment

Solution:

Business Texting

Broadcast Text Messaging

Internal Messaging

WATCH THE SPOTLIGHT



START YOUR FREE TRIAL

www.prokeep.com

THE TRUCKWORX MISSION:

Truckworx's mission is clear-cut: Do What's Right for the Right Reasons. Since 1978, beginning with a standalone location in Birmingham, Truckworx has served its community, providing short term and long term commercial truck rentals and leasing. Today the company has over 500 employees and 16 locations across the Southeast.

CHALLENGE

Susan's challenges before Prokeep:

- Siloed communication - lost employees meant lost business
- Ineffective marketing - printed flyers didn't reach large audience in time
- Inefficient workflow - calling customers about order status wasted time
- Lack of training oversight - texting siloes meant missed training opportunities

SOLUTION

Prokeep solutions:

- Centralized communication brought relationship ownership back to company
- Broadcast text messaging delivered marketing to large audience in seconds
- Streamlined communication cut wasted time and reduced call volume
- Internal messaging allowed veteran employees to train and support

RESULTS

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

9,198

BROADCAST TEXT MESSAGES SENT

13,472 text

message conversations

BETTER RELATIONSHIP MANAGEMENT

BETTER MARKETING ENGAGEMENT

4,298 pictures

sent via text



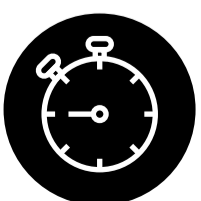
No more lost business

"When an employee leaves they take that relationship with them. Prokeep can help save that relationship, which is very important."



More profits with better marketing

"Our Tuscaloosa store rolled out a DEF fluid special through Prokeep and sold several hundreds of them within an hour of sending out the text blast."



Cut the chat, save time

"That 3 second message is a lot quicker than picking up the phone and calling the customer and getting stuck on the phone for 10-15 minutes."



Stretching employee efficiency

"Our branches with one full time counter person have done extraordinarily well with Prokeep because they can multitask so well - handling 3 customers at once."