

PROFESSIONALFLOORING[®]
SUPPLY[™]
choose your solution



 **PROKEEP**

85,000
1:1 Messages Sent

*"Without Prokeep, I wouldn't be able to consistently and accurately convey information to my clients. Prokeep is able to take a technology that everybody uses in their daily life and bring it to our business. **It gives my clients what they want, and that is value to me.**"*

DJ Lee, President
Professional Flooring Supply



Location:

8 US States

Industry:

Floor Covering

Solution:

- Business Texting
- Broadcast Text Messaging
- Internal Messaging

Start your
FREE trial

43,000

broadcast text
messages sent



55%

of contacts subscribed
to broadcast messages



0%

average unsubscribe rate
to broadcast text messages

704 customers
re-engaged

after 30 days of no
contact when sent a
broadcast text message

PROFESSIONAL FLOORING SUPPLY MISSION

Since 1977, Professional Flooring Supply (PFS) has been committed to providing floor-covering professionals with top-quality flooring and excellent customer service, setting the groundwork for their success to expand across eight states with 17 stores.

Challenges

- Miscommunications due to inefficient Internal Communication
- Lack of Management Visibility
- Phone congestion and timeliness
- Phone calls are like rolling the dice on information expertise
- Slow means of delivering relevant and timely information

Prokeep Solutions

- Centralized internal messaging created a consistent process
- Conversation history and reporting created easy management oversight
- Business texting gave customers a fast and convenient means of getting in touch
- Thread transfers and message routing rules get the right message to the right person
- Broadcast text messaging sends promos and updates en masse to customers

Results

Catering to customer preference

"It basically came down to looking at my daily life and how I chose to communicate with folks... If you need an answer quickly, texting is going to get to me faster than these other methods."



Conversation history = accuracy and accountability

In Prokeep, all client communications are searchable by reference numbers, purchase orders, or item details, allowing for quick retrieval and resolution without navigating through multiple channels.



Same phone number, new channel

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