

Ashby Lumber

Located in Berkeley, CA, Ashby Lumber has been owned and operated by the Hogan family since 1968. With love and dedication to serving their customers, three generations of family members have guided the business's growth and provided building materials and supplies to customers all over the Bay Area.

2

Branches

50+

Years in business

100+

Employees



Mike Howard

Sales Representative

Mike Howard has been with Ashby Lumber for nearly five years. He prides himself on helping customers make their dreams a reality. "No one wants to build a home they don't want to live in. So I try and help make dreams come true as best as possible."

The Problem

Keeping up with the call volume

With such a large influx of orders, Sales Representative Mike Howard struggled to remain on top of all his customers' needs. "I would get on average about 15 orders an hour, and it was all little things... I remember I answered every single phone call that I possibly could in a month, and **we still missed 30,000 phone calls that month.**"

Work/Life imbalance

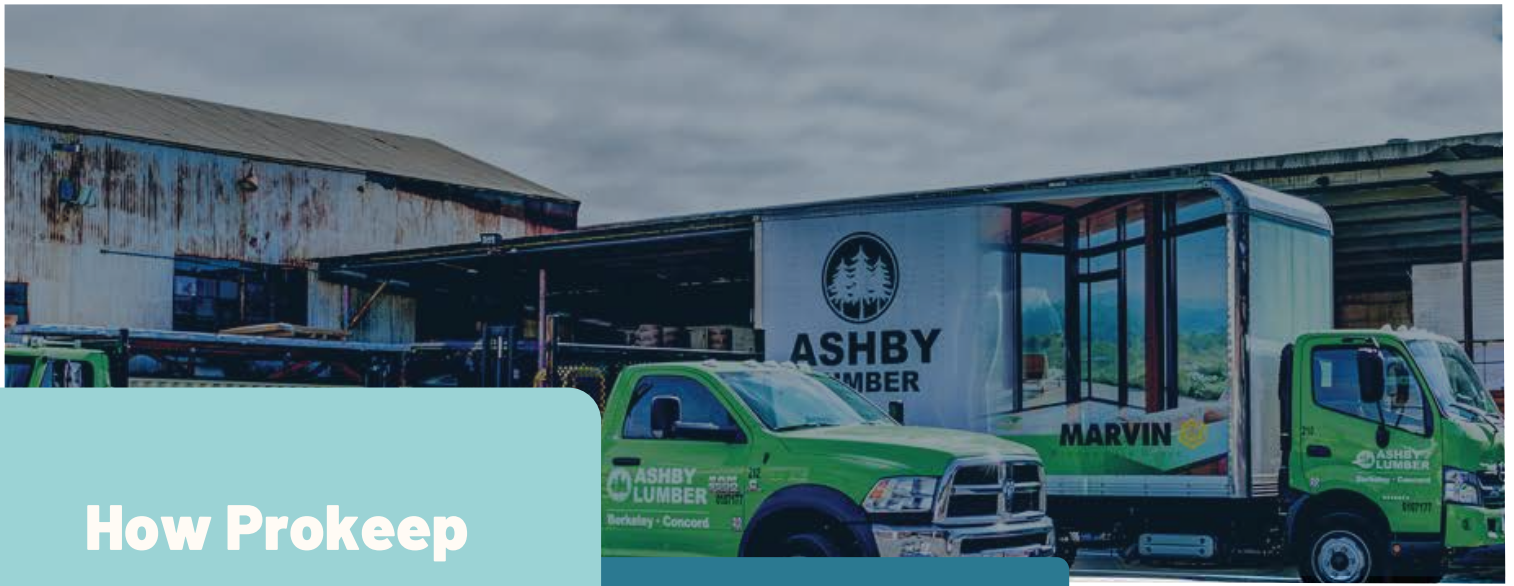
With such a heavy call volume, Mike found it difficult not to give out his personal contact information and often found himself bringing work home with him after hours. He needed a far more efficient way to communicate with customers that would allow him more opportunities to get ahead.

The Solution

Adopting a channel of communication

Navigating the pandemic and new methods of picking up orders, posed some challenges for Ashby Lumber. But with Prokeep, a texting software built for distributors, sales reps could instantly notify customers that their orders were ready. This cut down hold time on the phones and no contact was needed.

At first, adopting a new tool seemed cumbersome, but with some use, Mike quickly took to Prokeep and found his workflow became more efficient than ever before. "Being able to communicate with my customers became so much easier and I didn't have to make 55 phone calls for tiny little things here and there."



How Prokeep Helps

“I will say our sales have probably increased between 7 and 10% monetarily.”

Mike Howard
Sales Representative

Check out the full interview on blog

[Click here](#)

Continued Success

Using Prokeep to grow sales

With the ability to text customers in seconds came the ability to work quicker, and better address mass customer needs. “I can get through all of this stuff so much faster than if I had to pick up the phone and talk with people or send an email to somebody.”

Being able to answer questions, take orders, or send information out instantly allowed employees to make sales faster.

Finding a better work/life balance

With such a heavy influx of calls and orders, Mike often found himself bringing work home with him after hours. Since implementing Prokeep, not only was he better equipped to get ahead, but Mike found he now had a centralized channel for all his work communications. This way he no longer felt pressure to give out his personal contact information and could keep all of his work communications in a centralized channel.

Mike said to us; “I’m always logged in whenever I’m at work and then I can also see it on my phone, but I don’t necessarily have to respond when I get those late night calls... I can just go, I’ll deal with that when I get in the office.” Having a platform specifically for communicating customers not only boosted efficiency, but allowed for a better work/life balance for employees afterhours.



www.prokeep.com
504-233-9566
info@prokeep.com