

# Case Study

Wolseley Canada is the leading wholesale distributor to plumbing, HVAC/R, waterworks and industrial markets in the country. Wolseley Canada is part of Ferguson – the world's largest trade distributor of plumbing and heat products.

**220+**

Branches

**2,500+**

Employees

**64**

Years in business



## Paula Grond

Sr. Manager, eBusiness Programs

In her role, Paula manages a team of eBusiness Specialists working to increase efficiencies while delivering the best customer experience possible through their branch/sales network. She also collaborates cross-functionally to help streamline processes across departments with regard to their B2B platform [WolseleyExpress.com](https://www.wolseleyexpress.com).

## The Problem

### Closed Doors, Open Business

In 2020, the global COVID-19 pandemic disrupted the way distributors around the globe interacted with their clients. With over 200 locations and countless customers, Wolseley Canada was faced with the unprecedented challenge of developing an enhanced contactless customer experience – seemingly overnight.

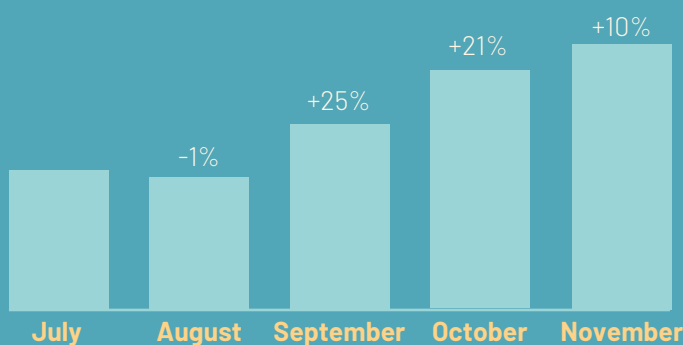


## Growth of Text Messaging

When the complications arose during COVID-19, Wolseley Canada was determined to keep the lights on and business running efficiently. They introduced a “Skip the Line” campaign where customers texted their order into the branch. Within three months they saw a rapid increase of adoption and sales via text message through Prokeep.

### Wolseley customer text messages

Total text conversations started in Prokeep, 2021



Source: Prokeep

A photograph of a Wolseley building at night. The building has a large 'WOLSELEY' sign and a 'W' logo. Below the main sign is a row of icons representing various services: Plumbing, Heating, Cooling, Drainage, Pipe, and Parts.

# WOLSELEY

## How Prokeep Helps

### The Solution

#### Text Message Ordering

"I knew that we had to pivot to curbside pickup," Paula Grond, Wolseley's Sr. Manager of eBusiness said. "And the only way to do that was by implementing a texting capability, so our customers could easily back in and text."

Wolseley Canada signed up for a 50-location trial for Prokeep and quickly realized the benefits.

Using Prokeep, Wolseley was able to eliminate phone-tag and reduce stagnant inventory holds. Additionally, being able to communicate messaging such as store closures and other announcements was valuable customer engagement.

*"Without Prokeep, you're potentially playing phone tag or not doing anything and orders just sit there occupying inventory."*

**Paula Grond**

Sr. Manager,  
eBusiness Programs

### Continued Success

#### Prokeep as fundamental to growth

According to Grond, Wolseley Canada anticipates using Prokeep as an additional source for customer communications, preferring text messaging to phone calls and email. Recently, the company implemented a "Skip the Line" marketing campaign, to promote utilization of "Text a branch" for order inquiries, product information, placing orders by text message or online using Wolseley Express.

**Want to watch the full Paula interview?**

**[Click here](#)**



[www.prokeep.com](http://www.prokeep.com)

504-233-9566

[info@prokeep.com](mailto:info@prokeep.com)