

Case Study

U.S.A's oldest Caterpillar Dealer, Yancey employees have proudly served their customers in the Construction, Roadbuilding, Mining, Aggregates, Forestry, Manufacturing, Transportation and Agricultural communities by providing them with quality products, parts and service.

38

Branches

500+

Employees

108

Years in business



Corey Fehribach

Manager of Operational Excellence

In his role, Corey implements strategies to improve the operational capacity of supply chain and customer service. He focuses on scalability and sustainability of growth for Yancey Bros. as they adapt and pivot to eliminate inefficiencies and improve processes.

The Problem

Call Volume & Hold Times

Yancey Bros. takes a lot of phone calls throughout the day – customers looking to place orders, needing technical expertise, or just looking for an order update. During peak hours, customers would end up waiting on hold over the 2-minute threshold that Yancey Bros. holds as their maximum standard. They needed a platform that allowed them to level out the peaks in call volume while still keeping communication personal and not relying on the inconvenience of email for their busy customers out in the field.

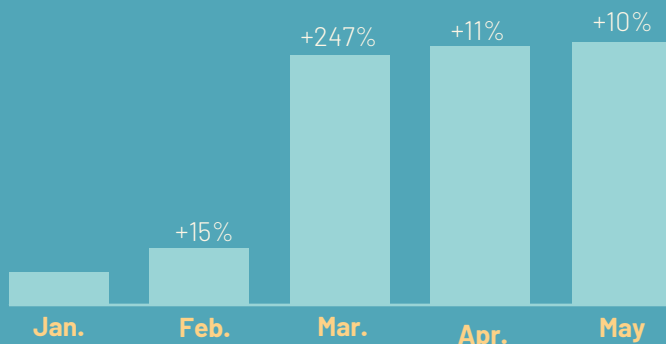


Servicing More Customers

Before implementing a texting platform to deliver order updates, Yancey Bros. was making outbound "update" calls to about 10% of their customers at any given time. Since creating a texting channel to reduce call volume, Yancey Bros. has increased that number to about 70% with a goal of hitting 100% in the very near future.

Yancey Bros. Outbound Text Messages

Total growth of outbound text messages to customers, 2022.



Source: Prokeep



How Prokeep Helps

The Solution Text Message Updates

"Phone calls," says Corey, "take 2-3 minutes longer than responding to a text message... so texting was a very good option to bring those peaks in call volume down." But without a texting platform, employees were being burdened with 24/7 text messages from customers, and Yancey couldn't oversee the quality of service being provided.

Yancey decided to implement Prokeep to allow staff to send outbound messages regarding order updates. Plus it allowed customers to text in pictures for technical expertise and ordering.

"The buy-in from the executive team was immediate," states Corey, "The moment they saw the return on investment was everything, and return was immediate."

Continued Success Prokeep as fundamental to growth

7 months after rolling out the Prokeep platform to Yancey staff and customers, Corey has seen about 70% buy-in from all users. "I think we're in a really good spot," says Corey. The goal is to have 100% buy-in in the next few months. That means 100% of Yancey customers will be receiving order updates via text message. Since rollout, Corey has also seen new opportunities with Prokeep when it comes to customers texting in pictures for technical expertise or sending in pictures of part lists to place an order. Yancey has even added the message that customers can text them during the on-call hold prompt.

"Calling every customer when 12,000 orders arrive is not an option... and constant email is not the best way to communicate with our customer base."

Corey Fehribach

Manager of
Operational Excellence

Want to see to the interview?

Click here



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