



# KENECT



“ Before I even start talking about the added revenue, Kenect is going to save me about **\$20,000** this year just from the review generation process allowing me to cut costs in advertisements and direct mail. ”

Travis McCrate  
President, Tulsa New Holland



# KENECT®

Company:

Tulsa New Holland

Location:

Tulsa, OK

Industry:

Equipment

Solution:

Business Texting  
Online Review Generation  
Web Leads

Size:

Family owned and  
operated for 36 years

WANT A DEMO?

TEXT US.

888-972-7422



www.kenect.com

## WHO IS TULSA NEW HOLLAND?

Tulsa New Holland is a family-owned dealership selling tractors, skid steers, round balers, and all other farm, hay, and lawn equipment. Rule #1 at Tulsa New Holland is to *take care of the customer*, which is why the company motto is *Partner For Life*. With a full Parts & Service department ready to assist with maintenance and repair, Tulsa New Holland partners with customers for the long run.

### CHALLENGE

Tulsa New Holland challenges before Kenect:

- Too much time spent with customers on the phones, especially on Fridays
- Too many different software solutions, needed one that can do it all
- Needed a consistent stream of 5-star reviews to rank higher online and bury fake 1-star reviews

### SOLUTION

Kenect solutions:

- Text-enable main business number
- Manage Facebook, Google, and web leads all from Kenect platform
- Begin texting review requests to customers immediately after a sale or service
- Install 'Text Us' widget on website

### RESULTS

“ Before Kenect, on Fridays we spent 4-5 hours on the phone. Now all of our customer updates on repairs, parts, pickups, and orders are done over text. Customers prefer it. ”

**68** REVIEWS  
GENERATED **( 14 DAYS! )**

I just told my friend who owns a company to sign up with Kenect. If you want to get serious about your marketing and customer service, forget the phone calls, forget the direct mail and ads, and sign up with Kenect. People respond WAY more to text messages. ”

Travis McCrate, President



#### Service department runs on text

"We're killing our direct mail for our winter service program and doing it all through Kenect."



#### Steady stream of 5-star reviews

"For the last 12 years we've sent out 150 paper surveys per quarter. Now we scrapped it and just use Kenect."



#### More time, More revenue

"Kenect saves time for our staff. Instead of being on the phone, they're out soliciting more business."



#### 260 inbound text leads from website

"It organized all the chaos under one roof. I see alerts for each department come in from my Kenect app, and I see when it has been handled."