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**Kenect's broadcast messaging has been great for business. We send service and parts updates as well as alerts such as open house invites, announcements, and special offers. Our leads have definitely increased from broadcast messaging.**

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**Jessica Landini, Advertising and Marketing Manager**





Business:  
JOHNSON  
CITY KUBOTA  
& EQUIPMENT

Location:  
JOHNSON  
CITY, TN

Type:  
DEALER

Solutions:  
[Business Texting](#),  
[Online Reviews](#),  
[Web Leads](#),  
[Payments](#),  
[Broadcast Messaging](#)

WANT A DEMO?  
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888-972-7422



www.kenect.com

## WHO IS JOHNSON CITY KUBOTA & EQUIPMENT?

Johnson City Kubota and Equipment was founded by farmers for farmers. The team at Johnson City Kubota has over 40 years of experience working with and repairing Kubota machines. They've seen the Kubota offering grow from the very first sub-compact tractors to newer products including farm tractors, RTVs, mowers, and hay equipment. They stand ready to help you find the right machine for the work you do.

### CHALLENGE

Johnson City Kubota had challenges:

- Staying in contact with customers efficiently
- Sending out mass messaging to customers for important alerts
- Keeping track of new leads

### SOLUTION

How Kenect Solved these Issues:

- With Kenect, employees can easily stay in contact with customers via texting any time of the day
- Kenect implemented broadcast messaging so they could alert all customers at once with important updates
- With Kenect, leads all go into the same platform so they can be streamlined to the correct employee

### RESULTS



From broadcast messaging to payments to review requests, Kenect has transformed our business for the better. Our customers prefer texting, and it's so much more efficient for our employees.



Jessica Landini



**"Our customers definitely prefer texting, it's the favorable way to communicate"**



**10+ Google Reviews since starting with Kenect**



**Saving 2-3 hours per employee per day**



**Broadcast messaging has increased leads and has helped communicate important alerts to customers**