

Prokeep Named Preferred Vendor by LG Air Conditioning Technologies to Enhance Distributor Communication to LG Pro Dealers and Drive Demand

New Orleans, LA, January 7, 2025: Prokeep, a leader in customer engagement software for distribution, has been named a preferred vendor for LG Air Conditioning Technologies (ACT), a leading player in the global HVAC market known for its innovative and energy-efficient heating and cooling solutions for both commercial and residential sectors. This relationship offers LG distributors streamlined communication tools to improve customer interactions and drive sales growth, with an exclusive 15% discount available to LG distributors who use Prokeep.

Prokeep is dedicated to equipping distributors with tools for the future of customer engagement. Its centralized communication platform allows dealers to manage texts, emails, and other communication channels from one shared inbox, enabling faster response times, a complete view of customer interactions, and increased sales opportunities. Prokeep's purpose-built system allows LG's distributors to better serve their customers and stay competitive, offering a modern, seamless communication experience that simplifies interactions and maximizes sales potential.

LG Air Conditioning Technologies Prokeep-powered distributors are already experiencing operational, sales, and customer experience improvements.

"AC Supply began using the ProKeep texting software in 2017 and finds it a valuable tool for our business. It provides an easy way for our customers to place orders and receive technical advice, ensuring they are well-informed," said Kristin Jordan, Marketing Director, AC Supply. "It has also become an efficient way for each of our locations to communicate and work as a team to serve our customers best."

"At LG Electronics USA, we are committed to empowering our HVAC distributor network with the tools they need to deliver exceptional service and drive business growth," said Sean Foster, Director, Channel Sales for LG Air Conditioning Technologies. "Aligning with Prokeep as a preferred vendor provides LG ACT distributors with an opportunity to streamline customer communication, improve response times, and provide a seamless, modern customer experience."

Foster continued, "Prokeep's centralized communication platform complements LG's dedication to innovation and efficiency, enabling our HVAC distributors to manage all customer interactions from one shared inbox while staying competitive in a dynamic market."

Since 2016, Prokeep has empowered over 8,000 distributor locations across North America, transforming customer engagement through enhanced communication efficiency. Today, Prokeep's platform is trusted by leading brands to bring measurable results such as increased customer satisfaction, time savings, and significant revenue growth. Now, as a preferred vendor for LG's network, Prokeep is excited to equip HVAC dealers with its cutting-edge solutions to drive their success and keep their customer base strong.

About LG Air Conditioning Technologies USA LG Electronics USA's Air Conditioning Technologies business is based in Alpharetta, Ga. LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating, air conditioning, water heating, and building controls. Eleven-time ENERGY STAR® Partner of the Year, LG Electronics USA (based in Englewood Cliffs, N.J.), is the North American subsidiary of LG Electronics Inc., a \$60-billion-plus global technology and manufacturing. For more information, please visit lghvac.com.

About Prokeep, Inc. Founded in 2016, Prokeep is the leading communication software for distributors, helping teams centralize customer communication through a shared inbox. Prokeep empowers distributors to enhance customer service, increase sales opportunities, and strengthen community relationships by making it easier for teams to respond quickly and proactively. Today, Prokeep supports over 1,000 distributor and dealer brands across North America, enabling millions of customer interactions and driving substantial revenue.

For more information, contact: Brooks Young
Phone: 504-233-9566
Email: brooks.young@prokeep.com

LG Electronics U.S.A. and Prokeep reserve the right to change or discontinue this promotion at any time without notification. Prokeep is not an agent or affiliate of LG.