



ConEquip Introduces Text for Construction Equipment Parts

ConEquip continues to lead in the aftermarket construction equipment parts industry by offering customers the option to source and identify needed items entirely via text messaging.

The increasing demand in the construction world to locate aftermarket equipment parts and have them delivered quickly to keep machines moving has prompted the implementation of exciting new text technology by one of the industry's top parts suppliers.

ConEquip Parts is announcing a service that allows its customers to use text messaging to request parts they desperately need.

A study done by Pew Internet (<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>) shows a whopping 97% of Americans use a text app at least once a day. Worldwide, 8.3 billion text messages will be sent this year alone. (Portio Research) And 80% of people use texting for business. (eWeek - <http://www.eweek.com/small-business/businesses-texting-grows-more-widespread.html>)

The service, provided by Hover Networks out of Buffalo, New York, gives sales reps at ConEquip the ability to easily send and receive messages right from their desktop. The service also provides the capability for customers to send or receive important files such as photos or parts pages.

"This new text technology is just another way we are able to provide valuable and timely service to our customers who often do not have the time or resources to search for parts themselves", says ConEquip President Al Alexander.



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