



Dealerpeak Signs Wood Pontiac Cadillac Mazda

Santa Rosa Dealership Committed to Customer Service for Decades

([PRWEB](#)) June 29, 2003 -- Portland, OR (PRWEB) June 2003 -- Dealerpeak announces Wood Pontiac Cadillac Mazda as its latest customer. For 77 years, the Wood automobile dealership of Santa Rosa has sought to maintain the highest standard in sales and service. The well known dealer is another one of many who use the combination of Dealerpeak and the ARKONA DMS solutions.

Blake Peacock, VP of Sales for Dealerpeak states "Wood Pontiac Cadillac Mazda and Dealerpeak are a great fit. They have been around for a long time and are a company committed to customer service as we are. Their motto is "The Home of Friendly Service since 1926". We view customer service as one of the most important parts of our company culture. Once again the integration between ARKONA and our showroom floor system was a big selling point. Wood will also be receiving an upgraded web site as part of the package, which comes with all Dealerpeak programs.

According to Dealerpeak President, Jock Showalter the chance to work with dealers committed to customer service is particularly exciting. "Dealerpeak is designed to really build the personal relationships between a dealer and their customers. Unlike many solutions out there that are just a way for customers to shop a dealer and submit junk leads, our solution really focuses on building the personal relationship with the customer. That is going to be powerful for a dealer like Wood who sees the value in building long-term customer relationships."

About Dealerpeak - Dealerpeak is a privately held company located in Portland, Oregon. Dealerpeak provides dealerships with a comprehensive set of Internet-based tools to drive business on the showroom floor and online. Dealerpeak is a complete solution for dealers who seek to capture and measure customers on the phone, the floor and the web. For more information visit Dealerpeak's web site at www.dealerpeak.com



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