

## **Gubagoo Launches Another Industry First: ‘Inventory Control’ Integrates Dealership Inventory Directly Into Live Chat**

*Gubagoo’s patent-pending technology continues to rev up engagement and conversion on dealership websites by feeding vehicle information directly into chat with unprecedented speed, relevance and details.*

West Palm Beach, FL ([PRWEB](#)) January 07, 2014 -- [Gubagoo Inc.](#) continues to raise the bar for dealership website engagement and chat with the launch of Inventory Control, the auto industry’s first technology that provides a live feed of dealership vehicle inventory relevant to consumer interests directly into website chat. Inventory Control decreases chat response times and puts an unprecedented level of vehicle information (including pictures, trim level and equipment) at the customer’s fingertips during chat, all of which increases the likelihood of conversion into a showroom visit and, ultimately, vehicle sale. In addition, Inventory Control’s reporting tool allows dealers to access real time data on the vehicles that are generating the most interest with consumers.

“Today’s online shoppers want information on demand and if they don’t get what they want... they will quickly go elsewhere, which is why we developed Inventory Control,” said Gubagoo CEO Brad Title. “We talked to multiple dealers who told us that the current process for informing consumers about available vehicles during chat was broken: chat operators were relying on inefficient searches on the dealership website, and offering links which sent the consumers right out of the chat window – and further away from conversion. Inventory Control solves this problem instantly with live and relevant inventory feeds of vehicles consumers are specifically interested in -- all within the chat window.”

Title noted that most dealerships do not post all the vehicle details on their website, so chat products that rely on links on the site are not only losing control of customers because they have to send them out of chat, but they are also missing the depth of information that consumers expect and demand.

How Inventory Control works:

- \* A consumer engaged in chat on a dealership website expresses interest in specific vehicles.
- \* The chat operator instantly searches the live inventory feed (representing actual available vehicles).
- \* The chat operator pushes the relevant inventory with pictures and vehicle details into the chat window.
- \* The consumer is able to view all the info while still live chatting with the operator
- \* The operator can be instantly responsive to consumer questions, keeping that consumer engaged, and increasing the likelihood of gathering contact info, and setting test drive and showroom visits.

Inventory Control implements almost instantly for dealerships utilizing Gubagoo’s chat product. Inventory Control is the latest technology weapon in Gubagoo's mission to increase conversion of dealership website traffic and is another in a series of industry-first technologies that comprise the Gubagoo platform.

About Gubagoo

Based in West Palm Beach, Florida, and staffed by a team of veteran technologists and innovators in lead conversion, Gubagoo offers revolutionary behavioral engagement and scoring technologies for automotive websites. With a mission to provide a smarter, more cost-effective alternative to the old lead generation model, Gubagoo is the first dealership website solution that successfully makes anonymous traffic identifiable, and converts the 95% of dealer site traffic that traditionally defects. Incorporating smart predictive matching and the



best chat technology available - and powered by its proprietary behavioral engagement and scoring engine, 'B.E.A.S.T.' - Gubagoo engages new and repeat dealer site visitors with unprecedented relevance. Over 700 dealerships, including some of the nation's largest dealer groups, as well as OEM-certified programs, already have adopted Gubagoo-powered websites.

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