



## **A New Year, and a New Gubagoo.com: Upgraded Website Showcases Value and Innovation**

*Gubagoo.com is relaunched with a new user experience and a renewed focus on the industry's best dealer communication technology*

New Orleans, LA ([PRWEB](#)) January 28, 2017 -- [Gubagoo](#), the leading provider of dealer communications solutions, today announced an all-new and improved Gubagoo.com website at the at the National Automobile Dealers Association conference in New Orleans.

“Our new website is up-to-date, cutting edge and easy to use,” said Brad Title, CEO and Founder of Gubagoo. “Customer service is our number one priority and our website is designed to make it easy for dealers to access all the information they need about our state-of-art services and technologies.”

The new Gubagoo.com website features three key improvements designed to quickly get dealers to the content they're looking for, or to help along the way:

- Improved User Experience: By simplifying the navigation to just the critical elements, Gubagoo designers put the focus of the site where it belonged: on the products. Designers also opted for a long-scroll approach – a key nod to the mobile experience of storytelling.
- Integrated Demos and Video: All product pages now feature video overviews and easy-to-access demos. This puts the most important content experience front and center on the most important pages.
- Design and Graphics: The bright colors, crisp fonts and striking icons help serve as key navigation signposts. The mandate for Gubagoo designers was to focus on creating a website that gives dealers a sense of their technology. “When a dealer visits Gubagoo.com, we want them to leave confident in our technology,” said Title. “We aim to provide an impression that our communication technology will have the same sort of clean, easy and common-sense style to the way it works.”

### About Gubagoo

Based in Boca Raton, [Gubagoo](#) is the leading provider of dealer live chat, text, and call solutions. Gubagoo offers seamless integrated web-based, SMS, and call monitoring technologies for automotive dealerships. Our passion for customer service and lead conversion, makes Gubagoo the best 24/7 car dealer chat, text, and overflow call provider in the automotive industry. Gubagoo's U.S. based operators, receive the highest level of training and certification to make certain every customer that engages in a live chat, text, or call, receives the best possible customer experience. Gubagoo delivers the best quality of service to automotive dealership customers and strives to maximize the dealership's lead conversion rate and long-term auto sales. For more information about Gubagoo products, visit [www.gubagoo.com](http://www.gubagoo.com) or contact 855-359-2573.

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**Online Web 2.0 Version**

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