

Gubagoo Signs Exclusive UK Reseller Agreement with Global Automotive Digital Agency G-Forces Web Management Ltd

Automotive dealerships in the United Kingdom can now purchase Gubagoo's 24/7 live chat, text, and video solutions

BOCA RATON, Fla. ([PRWEB](#)) December 08, 2017 -- [Gubagoo Inc.](#), the leading provider of advanced automotive dealer chat and digital communication solutions, today announced that the company has entered into a reseller agreement with GForces, a leading global provider of technology, marketing, and consultancy services to the automotive industry.

GForces builds, manages and markets online strategies for leading European and MENA auto companies and some of the world's largest vehicle manufacturers. Their award-winning NetDirector® platform and software suite powers thousands of automotive websites to deliver innovative brand experiences to the connected consumer, driving over one billion car buying interactions across the world.

Under the terms of the agreement, GForces will be the exclusive UK reseller of Gubagoo's full suite of automotive dealer live chat, text, video, messenger solutions: [ChatSmart](#), [ResQ](#), and [Publisher](#). Automotive dealerships in the UK can use Gubagoo to track user journeys and online behavior to engage with consumers more effectively, increasing website engagement, improving the customer experience, and maximizing lead conversion.

Swansway Motor Group, the first GForces client to embrace these exciting new products, saw a 400% increase in chats during their first full week using Gubagoo.

"We're always keen to embrace new technologies, especially those that open new channels of engagement between our customers and our business", Anna Ling, Group Marketing Manager at Swansway explains. "We're delighted with the performance since going live on Gubagoo. In the first week, they handled over 500 chats for Swansway – which is more than we received in a full month with a previous chat product. More importantly, the quality was great, and we've seen a significant increase in leads – more than 200 in the first week."

"We're already seeing buyers adopt live chat as their preferred channel for communication", explains Tim Smith, Group Strategy Director at GForces. "92% of customers feel satisfied when using live chat, compared to phone calls, email, web forms, or even social media*. Nearly 50% of live chat users said that having access to someone in the dealership to answer their questions in the middle of their purchase was one of the most important factors a brand could offer."

Gubagoo has a long track record of partnering with industry leaders including major OEM groups, many of whom have adopted of Gubagoo's omni-channel platform. Gubagoo has approximately 3,000 dealerships throughout North America, including Mexico, the United Kingdom, Ireland, and Australia.

"GForces is Europe's largest digital agency for automotive and an ideal partner to advance Gubagoo's strategic growth plans", said Brad Title, CEO of Gubagoo. "We look forward to working with GForces to meet demand in the UK for our innovative market leading omni-channel solutions, including advanced Live Chat, RESQ, Publisher, Video, Text and Messenger, and further demonstrating our commitment to helping automotive

dealerships grow their business.”

“Gubagoo is hands down the best chat product we have seen in the automotive market. It’s taken chat to a new level and delivers higher quality, higher conversion, and better customization than any other chat product we’ve used,” Tim adds. “And with live chat expected to grow by up to 400%** as a preferred engagement channel for customers, we in turn expect Gubagoo to be in high demand.”

Automotive dealers in the UK can learn more by visiting www.gforces.co.uk/gubagoo or calling +44 (0)844 247 4523.

*Zendesk, May 2015.

** Gartner, October 2015.

About GForces

GForces is a leader in providing digital technology, marketing, and consultancy services to the automotive industry. Trusted by the world’s largest dealer groups, global vehicle manufacturers and national sales companies, GForces operate throughout the UK, continental Europe, MENA, and the Far East.

The GForces NetDirector® platform drives over 20 million car buying interactions per week for global clients, generating automotive business intelligence to power high-performing marketing strategies and data-driven creative thinking. Forging partnerships with fellow innovators and industry-leading technology and marketing providers, they offer best of breed solutions to the industry.

About Gubagoo

Gubagoo is the leading provider of advanced automotive dealer communication solutions that connect consumers to dealers anytime and anywhere through live chat, text, video, and messenger. Gubagoo is the first dealership website solution that successfully makes anonymous traffic identifiable, and converts the 95% of dealer site traffic that traditionally defects. With greater insight into consumer behavior and interests, Gubagoo can respond to consumers with the right offer at the right time, improving the consumer experience and maximizing lead conversion.

Approximately 3,000 dealerships, including some of the nation’s largest dealer groups, as well as OEM-certified programs, are using Gubagoo’s omni-channel communication platform to take their customer experience to the next level. For more information about Gubagoo, visit <https://www.gubagoo.com>, e-mail hello@gubagoo.com or call 855.359.2573.



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