

CarChat24 Announces Robbie Boston as Vice President of Marketing

CarChat24, a division of ChatLead.com, Inc., announced that auto sales industry veteran Robbie Boston has joined the award-winning managed chat provider's team as Vice President of Marketing.

Tarpon Springs, Florida ([PRWEB](#)) June 07, 2016 -- CarChat24, a division of ChatLead.com, Inc., announced that automotive sales industry veteran Robbie Boston has joined the award-winning managed chat provider's team as Vice President of Marketing. He fills a leadership role with CarChat24, helping the company continue its rise as the top performing dealership website live chat provider for car dealers in both the United States and Canada.

“Not only does Robbie bring more than two decades of automotive management experience in high-performance dealerships,” said Shereef Moawad, President and CEO of ChatLead.com, Inc. and CarChat24, “but charismatic leadership and the ability to build relationships with clients, team members and industry partners, as well.”

A key reason Boston opted to join the company is that he was extremely pleased with the results he saw as a General Manager with managed chat from [CarChat24](#), which had been his dealership vendor almost since the chat company was founded in 2007.

“One of the performance measures that impressed me most is that the leads had a phenomenal 30-percent closing rate,” explained Boston, a Florida native who started selling cars in the Tampa / Clearwater area in the early 90's. “Not only did they provide us additional leads from our website around the clock, but their support team was available to us any time, day or night.”

He explained he has always been impressed with the innovations of CarChat24 that help make it the performance leader of chat service providers for automotive dealerships. The company launched [SignalR technology](#) last year, boosting mobile chat reliability by 20 percent, and is currently rolling out a website text package to give dealers yet another way to maximize their website lead generation with more in-market buyers. “This team is hyper-focused on product and process development to give dealers more quality leads,” said Boston. “They also share my passion for working as a team and commitment to partner with dealers to help them increase sales,” he continued.

According to Jeff Sterns, CarChat24 Vice President of Sales, the company appreciates Boston's passion for the auto industry, his valuable background in import brands and especially his commitment to digital marketing when he was in retail. “His store was always a sales leader for Southeast Toyota in certified sales, and he is well-respected for his compelling leadership skills,” added Sterns.

About [CarChat24](#)

CarChat24 provides 24/7 hosted live chat support software for car dealership websites. Since 2007, CarChat24's technology innovations have helped dealers sell more vehicles by converting a higher percentage of their website visitors into quality leads.



For more information call 800-510-7567 or visit <http://www.carchat24.com>, where 24-hour chat and text are available.



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