

Gubagoo Adds Auto Parts Search Capability to its Communication Platform

Chat operators can quickly search and push vehicle part information to consumers over live chat or SMS.

Las Vegas, NV ([PRWEB](#)) September 17, 2017 -- [Gubagoo](#), the leading provider of dealer communications solutions, today unveiled Parts Directory, a new and instant way to provide auto parts information to consumers, expanding the power of its best-in-class communication platform to better serve auto dealerships. Through Gubagoo's seamless integration with an extensive auto parts directory, consumers can now request vehicle part details via live chat or text message and, in just moments, see the part and get a description with pricing.

"Gubagoo Parts Directory is a great way for dealerships to acquire new leads and boost parts revenue. It also saves time for dealerships – who no longer need to field cold calls from parts-seeking customers – and for consumers who, in today's fast-moving world, don't want to wait while someone flips through a catalogue," said Brad Title, CEO and Founder of Gubagoo.

The technology is as simple as it is powerful: Gubagoo operators can search a database of vehicle parts using parameters such as VIN, year, make, model, part name, and push the part information to the consumer during a live chat. Visit Gubagoo's booth #505 at the [Digital Dealer Conference](#) (#DD23) on September 18-20 to see a live demonstration of Parts Directory.

About Gubagoo

Based in Boca Raton, Florida, Gubagoo is the leading provider of 24/7 auto dealer live chat, text, video, and call monitoring solutions. 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. More than 2,800 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 www.gubagoo.com, e-mail [hello\(at\)gubagoo\(dot\)com](mailto:hello(at)gubagoo(dot)com) or call 855.359.2573.

Gubagoo Media Relations

mWEBB Communications, Melanie Webber, (949) 307-1723, [melanie\(at\)mwebbcom\(dot\)com](mailto:melanie(at)mwebbcom(dot)com)

**Contact Information****Angela Jacobson**

mWEBB Communications

+1 714-454-8776

Melanie Webber

mWEBB Communications

424-603-4340

Online Web 2.0 VersionYou can read the online version of this press release [here](#).