

## **Gubagoo Adds Live Video Streaming to its Omni-Channel Communication Platform**

*Automotive dealership staff can stream live video during a chat or SMS conversation, improving customer engagement and reducing decision-making time*

Las Vegas, NV ([PRWEB](#)) September 19, 2017 -- [Gubagoo Inc.](#), the leading provider of dealer communications solutions, today announced that a powerful new sales tool has been integrated into its communication platform: Live Video Streaming. Debuted at the Digital Dealer Conference and Expo, Live Video Streaming underlines the company's commitment to provide dealers with the ability to engage and communicate with their customers the way they want to, whether through chat, text, calls, social, or video. This new functionality gives dealers the power to turn a chat or an SMS conversation into a live sales presentation through the Gubagoo mobile and desktop app (ResQ).

"Imagine turning a chat into a live video call...on the fly," said Brad Title, CEO of Gubagoo. "Do a walk around and take a video of vehicles on the showroom floor. It's a powerful communication tool to have, especially given that today's buyers lead busy lives and might not have time to visit the dealership in person."

With Live Video Streaming, dealership personnel have the option to stream a live one- or two-way video directly during a chat or SMS session, expediting the consumer research and decision-making phase by facilitating faster communication between customer and dealer. To see a demonstration of Live Video Streaming, visit Gubagoo at booth #505 at the [Digital Dealer Conference](#) (#DD23), September 18-20 at the Paris Hotel & Casino in Las Vegas.

### 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](http://www.gubagoo.com), e-mail [hello\(at\)gubagoo\(dot\)com](mailto:hello(at)gubagoo(dot)com) or call 855.359.2573.

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