

# Dealer Spike Delivers Premium Text Services to Dealers

**Dealer Spike now offers Premium Text, engineered by Podium, to strengthen the connection between dealerships and their customers.**



**Wilsonville, OR, (April 8, 2021)** – With the expectation for digital customer service on the rise, Dealer Spike has rolled out a comprehensive solution for dealerships. Dealer Spike customers can sign up for Premium Text, engineered by Podium, to enhance their interactions with online shoppers.

Premium Text takes a conversational approach to the modern customer's journey, harnessing the power of texting to streamline common customer touchpoints such as responding to online inquiries, promoting specials and receiving customer reviews and payments. Dealers can consolidate separate interactions into a single thread to track the conversation and improve response time. By saving the customer as a contact, dealers have the opportunity to send future messages and convert buyers into repeat customers—all through text.

"We're thrilled to offer our dealers a powerful interaction management tool in collaboration with Podium! Premium Text integrates well with Dealer Spike's customer interaction services, especially live chat," says Shawn Puckett, Director of Retail Website Platforms at Dealer Spike. "The inclusion of texting rounds out our dealers' customer service strategies. With a highly versatile text tool, dealers can keep a firm finger on the pulse of their customer network and never miss an opportunity to drive engagement."

Premium Text works in tandem with Dealer Spike's website and digital marketing services to increase customer engagement and help dealerships get found online. Dealer Spike's industry-inspired websites are built to drive leads through responsive design, built-in SEO, keyword-optimized copy and a dealer-friendly admin dashboard that tracks important sales lead KPIs. With a full suite of digital marketing tools, Dealer Spike helps dealers boost consumer awareness of their brand and bring more customers to their website. Like Premium Text, Dealer Spike makes it easy for dealers to do more from one platform, providing the bandwidth to focus on high-quality customer interactions.



“Texting is the number-one preferred method of communication for consumers, but it’s not the only method they use, and dealers need to be able to incorporate multiple channels into their customer service process,” says Ross Tinkham, Director of Business Development at Podium. “Every customer has their communication preference, and with Premium Text you can capture them all. No matter how prospects are reaching out to your dealership, the text tool makes it possible for your team to drive the conversation from a single platform.”

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### About Dealer Spike



Since 2008, **Dealer Spike** has focused on driving online leads and in-store sales for dealerships in multiple industries. The company provides powerful and distinctive web solutions and digital marketing tools to thousands of dealers, distributors and manufacturers worldwide. Dealer Spike’s expertise comes from real-world dealership experience and a passion for listening and responding to dealers’ needs.

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### About Podium



**Podium** is a leading interaction management platform that helps modernize the way business is done locally. By consolidating multi-channel conversations into a single platform, Podium removes the friction of managing multiple interactions and mitigates the risk of dropping the conversation. More than 65,000 local businesses trust Podium to help them get found, get chosen and get connected to their consumers online.

