

Incentivefox Partners with Podium to Continue Enhancing the Overall Automotive Customer Experience

CHICAGO, May 16, 2018 (GLOBE NEWSWIRE) -- Incentivefox, a premier customer relationship marketing firm that builds tailored referral and reward programs for automobile dealerships has partnered with Podium, the leading customer communication platform for local businesses, to bring together two powerhouse companies that work to increase the online credibility and visibility of their shared clients and improve local search engine optimization.

Incentivefox has continued to grow the depth of their offerings, by focusing on innovative partnerships that enhance the end-to-end customer experience. Breaking barriers and setting new standards, Incentivefox, has come to market with creative marketing and sales strategies that are helping move the proverbial needle for automobile dealerships seeking unique ways to increase their customer base and communicate with current clients. This alliance will create additional opportunities for positive interactions between dealerships and customers, by connecting the two parties after the sale, not only to acquire honest and timely online reviews, but to continue meaningful dialogue and assist new buyers seeking recommendations.

“Our clients are always looking for ways to increase their footprint. We know that over 93% of consumers are impacted by online reviews. Being able to offer the Incentivefox referral solution, packaged with Podium’s multi-benefit communication platform, gives our clients a truly integrated experience,” said CEO, Mark Tepper.

Podium has become the leading communication platform allowing dealers to modernize their business interactions with their customers. Their products help dealerships be found, chosen and retain their customers by communicating with them on channels they already use and trust. Along with their messaging platform, Podium allows dealerships to send invitations to leave online reviews via text, taking advantage of when customers are most likely to respond. Podium is the perfect complement to the Incentivefox toolbox. Together, Incentivefox and Podium create a perfect blend of new customer opportunities coupled with a powerful service solution.

About Incentivefox

Incentivefox partners with dealerships across the country to assist in the acquisition of higher-quality customers, employees, service patrons and new revenue streams through our easy-to-use relationship and retention platform. The platform, combined with dedicated client success managers, create partnerships that elevate their incentive programs with tracking and proven ROI, while simultaneously growing their customer base and building stronger relationships throughout the life of the program.

About Podium

Podium modernizes the way business happens locally with products designed to help businesses be found, chosen, and gain insight into their customers’ experience. By conveniently facilitating millions of customer interactions, such as driving customer-generated online reviews and providing improved customer communication tools, Podium serves 130,000+ users across nearly 15,000 local

businesses. Headquartered in Lehi, Utah, and founded in 2014, Podium is currently backed by Accel, Summit Partners, GV (formerly Google Ventures), and Y Combinator. To learn more, visit www.podium.com or contact us at press@podium.com.