

Peak Performance Marketing Solutions Creates State-of-the-Art Peak Engagement Platform (PEP)

Written by Australian Business

CALABASAS, CA, July 14, 2014 /**24-7PressRelease**/ -- This platform uses leading products from Xerox and Microsoft and will bring greater relevancy to PEAK's marketing products by leveraging variable data to tailor messages for each recipient across all communication platforms.

As a leader in Customer Retention Management (CRM), PEAK is implementing this new platform to increase the ability to build and adapt communication programs based on client needs and consumer behavior. Core features of the new platform include: a greater degree of customization, data quality dashboards for auditing, automated data processes, a unified platform for analytics and BI reports, faster deployment times and the ability to easily change triggers, time schedules and filters on touchpoints. PEAK is also migrating CRM Dealer Staging and Enrollment to Microsoft CRM to make it faster for Customer Care to meet dealer needs.

This new technology will allow Peak Performance to create more campaigns, with greater flexibility and faster delivery times, enhancing the services we provide for our customers and OEMs.

About Peak PerformanceFounded in 1991, Peak Performance is headquartered in Calabasas, California. PEAK is a leading CRM resource specializing in the automotive industry. The company's innovative solutions maximize customer engagement with powerful, data-driven marketing solutions across both sales and service. Uniting advanced technologies with a personalized approach, PEAK consistently delivers stellar results for their clients. Known in the industry as the trusted authority, PEAK's state-of-the-art omni-channel products and services stand as the programs of choice for thousands of automotive dealers nationwide. For more information, visit gotopeak.com.