

Auto

CEAT partners with Adobe to transform the customer experience

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CEAT leverages the Adobe Experience Cloud application to develop and launch new D2C business models for automotive equipment, and home equipment.

As digital has become a major

maker CEAT has partnered with Adobe to drive the company's vision of

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creating the best omni-channel customer experience. This partnership will enable CEAT to leverage the Adobe Experience Cloud application to deliver a personalized, seamless digital experience to customers and dealer partners across multiple touchpoints.

Arnab Banerjee, Chief Operating Officer of CEAT, said: We're partnering with Adobe on a digital journey to build an omni-channel customer experience that effectively extends our capabilities to people's homes. Customers can now purchase online, pick up and equip at the nearest CEAT Shoppe, or use the equipment service at the front door (using TyresnMore). This includes vehicle maintenance and disinfection from home safety. "

Nitin Singhal, Managing Director of Digital Experience at Adobe India, said: The need for digital customer engagement has never been greater, and Adobe is pleased to be selected as a CEAT partner to support its vision of delivering an exceptional customer experience and helping customers stay safe. We are pleased to work with CEAT to create a single platform for content, commerce and data to enter the B2C business. "

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With the support of Tekno Point as an implementation partner, CEAT leverages Adobe Experience Cloud applications such as Adobe Experience Manager, Adobe Analytics, Adobe Target, and Adobe Commerce to create new D2C business models such as home equipment. Is being developed. Adobe Experience Manager gives CEAT powerful capabilities. On their website, Adobe Analytics and A

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optimization, and Adobe Commerce catalogs, carts, and checkout processes. Provide.

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