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# CEAT Partners with Adobe to Transform Customer Experiences

CEAT Leveraged Adobe Experience Cloud applications to deliver a personalized and seamless digital experience for its customers and dealer partners across several touchpoints

**EC** By Express Computer

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NEWS

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As digital becomes the primary way for businesses to engage customers, tyre manufacturer CEAT partnered with Adobe to drive the company's vision of creating superlative, omni-channel customer experiences. Powered by Adobe

Experience Cloud applications, this partnership will enable CEAT to deliver a personalized and seamless digital experience for its customers and dealer partners across several touchpoints.

Arnab Banerjee, Chief Operating Officer, CEAT said, "We have been investing significantly in digital for the past few years. We are happy to partner with Adobe on our digital journey, to build an omnichannel customer experience that allows us to virtually extend our capability into people's homes. Customers can now buy online and do a pick-up and fitment at nearest CEAT Shoppe or avail of doorstep fitment services (powered by TyresnMore). This also includes servicing and sanitization of their vehicles from the safety of their homes. "

Nitin Singhal, Managing Director, Digital Experience, Adobe India said, "Every industry was shaped by the events of 2020, as we moved from a world with digital to a digital-first world. The imperative for digital customer engagement has never been greater and Adobe is pleased to be the partner of choice for CEAT to aid in their vision of delivering exceptional customer experiences and aiding customer safety."

"As the digital experiences company, Adobe has embraced the always-on reality of the digital economy and we understand what digital transformation takes. We are excited to work with CEAT to create a single platform for content, commerce and data for their foray into B2C business." added Nitin.

With support from Tekno Point as an implementation partner, CEAT is leveraging Adobe Experience Cloud applications including Adobe Experience Manager, Adobe Analytics, Adobe Target and Adobe Commerce to develop and launch new D2C business models including home delivery, fitment at store and home fitment. Adobe Experience Manager will provide CEAT with powerful content management capability and flexibility for its website, Adobe Analytics & Adobe Target agile insights and better creative optimisation, and Adobe Commerce catalogue, cart and check-out processes.

*If you have an interesting article / experience / case study to share, please get in touch with us at [editors@expresscomputeronline.com](mailto:editors@expresscomputeronline.com)*



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