



MG Motor India brings Adobe on board for digital transformation mandate

Looks at redefining customer experience journey in the auto segment with MG HECTOR's launch in Q2 2019

New Delhi, Jan. 30: As part of its commitment towards ensuring a seamless customer experience for the launch of its SUV MG Hector, MG Motor India has appointed tech giant Adobe, for bringing on board the industry's only end-to-end digital solutions platform in India, to chart out its entire customer journey from initial expression of interest to purchase.

With a focus on digital media for MG, the mandate encompasses a gamut of Adobe Experience Cloud products, making MG among the first automobile brands in India to adopt the entire suite of Adobe's digital marketing products. The Adobe Experience Cloud platform will be responsible for delivering a differentiated customer experience – right from managing the Adobe Cloud Experience interface with customers via the revamped MG Motor India website, to managing the entire step-by-step digital interface with customers around its launch.

“With the car buying decisions of customers increasingly being influenced by digital media, it is imperative to provide a seamless yet not in-the-face customer experience at all instances during digital customer interaction. With Adobe on board, we can facilitate an experiential customer journey and map and monitor the entire digital customer journey, right from interest generation to the final purchase. This deep access to customer insights will allow us to engage prospective customers with experiences that are personalised, relevant, and compelling, starting with the current pre-launch phase,” said Rajeev Chaba, President & Managing Director, MG Motor India.

As part of its digital strategy, Adobe will help MG India build and consolidate its experience onto a common platform, including its brand website, dealer websites, and digital screens. With the implementation of Adobe Analytics, MG India will leverage insights derived from digital interactions between the brand and its customers across these channels, to further deliver personalised customer experiences. Additionally, the brand's recently revamped website has moved from WordPress to the Adobe Experience Cloud keeping in mind enhanced customer experience and personalized content as the core.

“Technology has transformed the way customers interact with the world around them and has rapidly evolved the expectations of brands. Digital, and the era of experience, are at the core of brands looking to thrive, especially in hyper-competitive sectors like the automobile industry. This industry has an array of objectives including appealing to a wide audience, establishing a deeper customer connection, and truly standing out from the pack. We are excited to partner with an iconic brand like MG and look forward to working with them as they enter the Indian market,” said Kulmeet Bawa, Managing Director, Adobe South Asia.



About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has more than a million loyal fans, making it by far one of the world's largest clubs for a single brand. MG has evolved into a modern, futuristic and innovative brand over the last 94 years. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars - "HECTOR" will be made available to the Indian customers in the second quarter of this year.

About Adobe Experience Cloud

Adobe offers the industry's only end-to-end solution for content creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling B2C and B2B experiences across customer touchpoints and channels – all while accelerating business growth. Industry analysts have named Adobe a clear leader in over 20 major reports focused on experience – more than any other technology company.

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