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## Vistara Announces Partnership with Adobe to Deliver Enhanced Customer Experiences

### At Adobe Symposium 2018, Vistara emphasizes on the role of technology in advancing customer experiences

**Mumbai, 26 April 2018:** At [Adobe Symposium 2018](#), Vistara announced a strategic alliance with Adobe to leverage next generation technology in Adobe Experience Cloud to bolster the company's end customer experiences. As part of this partnership, Vistara aims to augment its digital transformation journey by leveraging the power of Adobe Analytics and Adobe Campaign to drive a range of technological advancements that will strengthen the company's data foundation and enable personalised experiences for Club Vistara members.

Adobe Symposium 2018 is India's biggest digital marketing event and is taking place in Mumbai today. Speaking at the event on the role of technology in helping marketers become 'experience makers', **Ravinder Singh, Chief Information & Innovation Officer, Vistara** said, "World over, the aviation industry has always been amongst the most customer-experience oriented, and the onset of today's digital revolution has brought technology to the front and centre of customer experience strategies. At Vistara, technology has played a key role in enabling business goals and customer experiences, and a solid digital presence has been integral to our strategy since the beginning of operations. Our frequent flyer program *Club Vistara* has carved a niche for itself among all segment of travellers including boardroom high fliers, and the digital experience we deliver to program members is core to our focus. We're excited to partner with Adobe to strengthen Vistara's digital footprint with cutting-edge data analytics and content management platforms. We are confident this association will help us deliver a superior experience to *Club Vistara* members."

With Adobe Analytics, Vistara will derive accurate, timely and insightful data that will translate into actionable customer intelligence insights, and enhance business decision making. Adobe Campaign will allow Vistara to deliver seamless cross channel experiences across email, web and mobile for Club Vistara members. It will also enable automated campaign orchestration that will help the company deliver relevant and personalized content as well as offers across channels for Club Vistara members. The airline will also benefit from customer journey management features in Adobe Campaign, allowing effective management of customer experiences ranging from guest visitors to loyal Club Vistara members. Vistara will also leverage advanced Machine Learning and Artificial Intelligence capabilities powered by Adobe Sensei to discover deep insights and uncover hidden opportunities.

**Kulmeet Bawa, Managing Director, Adobe, South Asia** said, "Customer experience has emerged as the biggest differentiator for successful businesses across the world. Companies which understand their customers and deliver seamless experiences across all touchpoints are standing above the crowd and seeing success in the marketplace. The Indian aviation industry has always been at the forefront of using digital technologies to enhance customer experiences, and Vistara's focus in this direction has been instrumental in their journey to success. We are confident that Adobe Experience Cloud solutions, including Adobe Analytics and Adobe Campaign, will help deliver best-in-class personalized experiences to Club Vistara users, and attract new members to the airline's loyalty program."



Themed on the evolving role of marketers as 'experience makers', Adobe Symposium 2018 was held today in Mumbai, drawing over 1,400 professionals who participated in the event to hear industry luminaries and discover digital transformation stories of some of India's biggest brands including Aditya Birla Group, Flipkart, Myntra, Yatra, and Freecharge, among others.

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**About Vistara (TATA SIA Airlines Limited)**

TATA SIA Airlines Limited, known by the brand name Vistara, is a joint venture between Tata Sons Limited and Singapore Airlines Limited (SIA) with Tata Sons holding the majority stake of 51% in the company and SIA holding the remaining 49%. Vistara brings together Tata's and SIA's legendary hospitality and renowned service excellence to launch the finest full-service carrier in India aimed at creating memorable and personalized flying experiences for its customers. Vistara commenced its commercial operations on January 9, 2015 with an aim to set new standards in the aviation industry in India.

**About Adobe Systems Incorporated**

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