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 BUSINESS



WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
September 14th 2016: Making the Rider a Customer for Life

The needs and preferences of the riders are changing in terms of experience they expect in and outside of the ride. How are product innovation, customer experience, and technology leaders working together to transform rider's experience and make him a customer for life? Guest: V S. Parthasarathy, Group CFO, Group CIO, President (Group M&A & Finance), Mahindra & Mahindra Guest Bio: <https://www.ciotalknetwork.com/contributor/v-parthasarathy/> More on this Episode: <https://www.ciotalknetwork.com/making-rider-customer-for-life/> More on Innovation: <https://www.ciotalknetwork.com/topics/innovatio>

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