



Accelerating the future of automotive

To perform in a world of increased customization and digital goods, car manufacturers and OEMs must think strategically about gaining knowledge of their users and customers — and learn how to better shape and navigate more diverse customer journeys.

Touchcast partners with some of the world's largest technology pioneers to prepare corporations and enterprises for long-term success — enabling creative, technical, and immersive experiences with the latest technologies, using Azure and enabled by Teams and Azure Communication Services.

“Touchcast MaaS changes our relationship with customers by enhancing our capacity to explain our products — essentially to own our narrative.”

CMO, European Car Manufacturer

- ✓ Launch an innovative online sales channel by giving customers the opportunity to seamlessly ‘step into’ a virtual, branded, 3D car showroom.
- ✓ Allow customers to visualize and customize vehicles as they interact with a human representative in a virtual product configurator.
- ✓ Expand your sales and customer data, improve conversions, increase customer reach, and invest in virtual infrastructure for curated experiences.

The possibilities are endless



Advertising

Brand activations, Marketing dealer events



Product

Collaborative R&D, Training, After sales services



Commerce

Virtual car showrooms, Vehicle configurators, Virtual test drives



Spark change, innovate & meet your customers where they are in the digital world.

Instead of passively scrolling through information, we can now interact with people, objects, and information just as we do in the real world, but with bigger impact. The possibilities are endless. The limitations are few.

partners@touchcast.com

www.touchcast.com