Making Connected Car ride a rewarding and entertaining one !

Lifestyle services for the Connected Cars



New Delhi, Sep 9, 2020 (Issuewire.com**)** - CerebrumX and Skillbox have entered into a partnership, bringing Entertainment and Hospitality services to Connected Car users, these services and promotions can be accessed via the OEM Mobile App or Infotainment Platform inside the car. This will be first of its kind experience and offering to be delivered to end consumers through the Automotive OEMs to enhance the band loyalty and customer delight/engagement for the OEM brands.

The Connected Car users are one of the most decerning consumers for not just the Automotive industry but also the entertainment and hospitality segments. Automotive OEMs are driving solutions that bring further differentiation and delight to their customers vis-à-vis other brands and to provide exclusive experiences

Some of the services that are envisioned to be offered by this ecosystem is free concert tickets to most desirable shows in town, discount coupon to most happening clubs and venues, priority check-ins to events, exclusive back stage access, subsidized rates for personal and corporate events and exclusive live streaming audio to the connected car users of cricket match commentary.

A strong economy, rising global consumer purchasing power, and digital innovation have all fueled record growth in the Entertainment and Hospitality Industry. Connected Car customers are no different and they want to consume these entertainment and hospitality services personalized for them via the OEM connected car app or the Infotainment platform in the car.

CerebrumX in partnership with OEMs will provide demography and personal preference data of the connected car drivers, SkillBox with its wide eco-system of Clubs, Venues, Restaurants, Live Events, Artists and content will use the demography and personal preference data to provide personalized entertainment services to the connected car users via OEM mobile App or in vehicle IVI.

“We see Connected Cars as an extension of the living spaces we all cherish and imbibe in our lives” said Sumit Chauhan, COO CerebrumX. “Our partnership with Skillbox will enable us to provide personalized and exclusive experiences to our OEM partners and eventually to the end consumers to provide the much needed customer engagement in this segment that goes way beyond walking out of the dealerhip with yoru new car. ”

“This is a dawn of a new era for independent artists and venues” said Anmol Kukreja, Founder & CEO of SkillBox. “Our collaboration with CerebrumX will limitlessly expand the outreach and promotions that an artist, venue or an event would get. Imagine the marketing opportunities an artist/venue/organizer will have with their data/content directly available in every car.”

About CerebrumX

CerebrumX (www.cerebrumx.ai), headquartered in Princeton, NJ, USA, and with offices across NA, EMEA and APAC, provides a ubiquitous ecosystem to our partners (OEMs, Media, Insurers, Lifestyle concierge Services, Fleet Companies, Smart Cities/Municipalities, etc.) by virtue of its Data Management Platform to enable the monetization of connected car data that is, as yet, un-utilized to any significant level due to the absence of the right automotive ecosystem.

About Skillbox

SkillBox (www.skillboxes.com), headquartered in Gurgaon, India, is a pure play multi-modal Platform for artists to showcase, engage & transact. An online platform that enables marketplace for artists to network and connect with end-users and businesses directly to - increase their discoverability, showcase and promote themselves, create monetization avenues and in turn engage and scale.

Media Contact

CerebrumX

kapil.arora@cerebrumx.ai

Source : CerebrumX

See on IssueWire