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Technology enabling us to peel deeper layers of automotive finance needs for customers: Neeloy Majumder, COO-Technology, Tata Motors Finance

Tech transformations are paving the path for introduction of new age product offerings and solutions that can also automate traditional customer journeys.

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By: Neeloy Majumder

How can technology enhance the customer experience? is the question that throttles at the heart of tech transformations redefining the [Auto Finance industry](#). As the automotive finance ecosystem evolves and navigates through conventional lanes to digital-first highways, technology is emerging as the linchpin for understanding and meeting customer needs at a granular level.