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Videocon 'd2h' deploys atom technologies platform for mobile based recharge facility

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Videocon 'd2h' today announces launch of Mobile based DTH recharge service to their customers in partnership with atom technologies, a leader in mobile payments.

Videocon 'd2h' subscribers can now instantly recharge their account from their mobile phones by simply downloading an application called "atom" by sending a SMS to 54959 with text as . After completing the registration customer can access this service and recharge their account using credit card.

Atom technologies have already put into place, an IVR (Interactive Voice Response) based platform for Videocon 'd2h' subscribers. Now by extending it to mobile based recharge option Videocon 'd2h' would be providing convenient and hassle free services to its customers. Atom platform provides a completely secure and automated environment to end customers and they need not worry about getting their credit card details exposed to any human being.

Mr. Anil Khera, CEO , Videocon 'd2h' said, "The success of the IVR platform proved that the subscribers were looking for easier and convenient platforms for recharging. The proven expertise of atom technologies, to provide secure and easy-to-use transaction platform has helped us deliver convenient solutions to our customers.

Mr. Dewang Neralla, Director, atom technologies said, "It is always a pleasure to work with a service provider who focuses on customer convenience and satisfaction, which is also our focus. It is a part of our service defining strategy to help our customers reduce their collection cost. I am sure in a large mobile user population this will help Videocon d2h get collection/recharge efficiently thru IVR and mobile phone"