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Videocon D2h ties up with Atom Technologies for recharge service

By **Sathish** on May 06, 2010



MUMBAI: Videocon d2h has tied up with Atom technologies to launch a mobile-based recharge facility for all its DTH subscribers.

Subscribers can now easily recharge their accounts via a mobile phone application called “atom”, which they will have to download on their phones.

All one has to do is send an SMS to 54959 with text as to download the required application. Once a customer downloads the application and registers with Atom, they can access and recharge their accounts via their credit cards.

Atom technologies has already put into place an interactive voice response (IVR) based platform for Videocon ‘d2h’ subscribers and has now extended it to mobile based recharge option. The Atom platform provides a completely secure and automated environment to end customers.

Videocon d2h CEO Anil Khera 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.”

Atom Technologies director Dewang Neralla said, “ 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 through IVR and mobile phone”.