

Planetcast bags CII award for Customer Obsession 2018

New Delhi, January 23, 2019: Planetcast Media Services, a global leader in digital broadcast technologies, received the Confederation of Indian Industry (CII) award for 'Active Customer Engagement', in the services segment for large business organizations.

The award honors customer-centric business organizations, where customers are at the center of their operations. The award program was based on the requirements of the "CII IQ Excellence Framework for Managing Customer Experience". A comprehensive and meticulous assessment process was designed in tandem with internationally applied assessment system.

Commenting on the development M.N Vyas, Executive Director, Planetcast Media Services, said "Customer is at the center of our universe and we have followed this philosophy since inception. I feel gratified that our core philosophy has received validation CII who has vast credences for measuring value in true Indian context. Planetcast is aggressively working towards creating a digital ecosystem within the television broadcast industry with customers at its core."

Planetcast enables global enterprises make their operations as efficient and cost-effective as possible, thereby unleashing new potential across organizations. Our uniqueness lies in our ability to enable customers to meet complex technical and operational challenges, and thereby provide business advantages. Planetcast's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level.

About Planetcast

Founded in 1996 with a vision to revolutionize the broadcast industry globally, Planetcast has been an epitome of quality and trust for almost two decades. Planetcast has the honor of securing the first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. For more information, visit www.planetc.net

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