

Mas Callnet Revolutionizes Customer Experience with Advanced AI-Driven BPO and CX Solutions

AI-Driven Customer Experience & BPO Solutions for Modern Businesses



Noida, Uttar Pradesh Jan 8, 2026 ([Issuewire.com](https://www.Issuewire.com)) - [Mas Callnet](#), a leading provider of [business process outsourcing](#) (BPO), contact center, and [customer experience solutions](#) (CXs), today announced the launch of its enhanced AI-powered service suite designed to help businesses worldwide elevate customer engagement, streamline operations, and drive sustainable growth.

With more than two decades of industry experience and a client base spanning 250+ enterprises, Mas Callnet strengthens its commitment to transforming how organizations connect with customers in today's digital economy. The company's expanded portfolio integrates artificial intelligence, automation, and human-centered design to deliver seamless 24/7 support across voice, chat, email, and digital channels.

Unlocking Smarter Customer Engagement

Mas Callnet's AI-enabled solutions offer predictive analytics, intelligent routing, and multichannel capabilities to optimize customer interactions and support business resilience. The new offerings include scalable contact center services, business process automation, and [knowledge process outsourcing](#) (KPO), all engineered to help businesses respond faster, reduce cost-to-serve, and enhance satisfaction metrics.

"Our mission is to empower businesses with customer experience strategies that match the pace of market change," said Deepak Kashyap, CEO & Co-Founder at Mas Callnet. "By combining AI with human expertise, we enable organizations of all sizes to deliver consistent, high-quality interactions that strengthen customer loyalty and accelerate growth."

Serving Diverse Industries with Tailored Solutions

Mas Callnet's solutions support a broad range of sectors including banking and financial services, insurance, healthcare, retail and e-commerce, telecommunications, logistics, and education. The company's pay-as-you-go CX platform democratizes access to enterprise-grade solutions for startups and SMEs seeking more cost-effective customer engagement tools.

Commitment to Quality and Compliance

With a strong operational infrastructure and certified quality frameworks, Mas Callnet ensures secure and compliant delivery of services. The firm's approach helps global organizations meet regulatory requirements while maintaining consistent service excellence.

About Mas Callnet

Founded in 2003 and headquartered in Noida, India, Mas Callnet has grown into a trusted strategic partner for businesses seeking next-generation customer experience and BPO solutions. By combining innovation, reliability, and global delivery expertise, the company supports clients in navigating a competitive landscape through technology-driven service excellence.

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