

What Is USSD?

Unstructured Supplementary Service Data (USSD) allows you to display a plain text message, typically a menu or instructions, on any GSM phone to which users can then respond. A USSD session begins when a user makes a phone call to a USSD string (e.g. *120*112#) on their mobile phone.



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What are the Benefits of using USSD?

- Exceptionally inexpensive -users are charged 20c per 20 seconds while using the USSD code
- No Internet/data needed
- Can function on all mobile handsets (Whether a feature device or internet enabled device)
- Can be personalized to your business requirement and client's need
- Highly interactive – almost like communicating with a human being
- Reduce Call Centre pressure
- Rapid & Reliable

How is it used?

USSD is not complicated; in fact, it was created to make life easier. For those generating a query from a cell phone (such as a balance enquiry) it will entail the following procedures:

- 1.The request is sent from the cell phone by the user
- 2.The USSD gateway forwards it to your USSD application
- 3.The application responds to the request and repeated in reverse
- 4.The response goes back to the USSD gateway
- 5.Content is then displayed on the user's phone screen of that response



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CONNECTING YOU AND
YOUR CUSTOMER

01.

SELF-SERVICE Customer Portals

Mobile self-service • Service registration • Service queries • Verification of product authenticity • Reservations • Help

02.

ACQUISITION

Customer acquisition and sign-up for services • Campaign management • Sponsored menu item/advertisement

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03.

FINANCIAL SERVICES

• Balance enquiry • Mini statement • Payments and transfers • Remittance • Pay beneficiary (customer and/or client-defined) • Money transfer • Change pin • Prepaid top-up • Peer-to-peer payments • Bill payments

04.

VOTING AND SURVEYS

• Voting contests and polling • Customer surveys

05.

PRODUCT PROMOTIONS

List your products and promotions, create product search pages and even distribute voucher tokens to your customers.

06.

TWO - FACTOR AUTHENTICATION

Use Network Initiated USSD as a more secure alternative to One Time Pins.

07.

INFORMATION SERVICES (Billed)

• News, weather, sport updates, stock market, etc. • Trivia quizzing

08.

UTILITY SERVICES

Sell pre-paid tokens for airtime, electricity, transport and any other token-based services

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A MOBILE PHONE