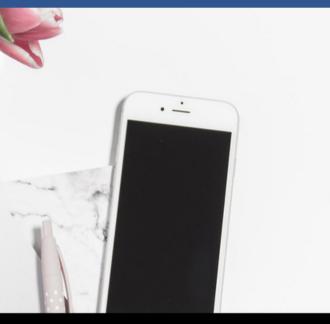
**Unstructured Supplementary** Service Data (USSD) allows you to display a plain text message, typically a menu or instructions, on any GSM phone to which users can then respond. A USSD session begins when a user makes a phone call to a USSD string (e.g. \*120\*112#) on their mobile phone.



#### YOUR TRUSTED MOBILE **SOLUTIONS PARTNER**





## 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
- 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







## CONNECTING YOU AND YOUR CUSTOMER

SELF-SERVICE
Customer Portals

Nobile self con ice. Con ice

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

O2. ACQUISITION

Customer acquisition and sign-up for services •

Campaign management •

Sponsored menu

item/advertisement

SMS Cellular Services (Pty) Ltd

# What it can it be used for?

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-topeer 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.

O6. 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



98.2% OF SOUTH AFRICANS OWN
A MOBILE PHONE