

# USSD GATEWAY



Create mobile campaigns and services for any mobile phone with Panacea's USSD Gateway.

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\*517#) on their mobile phone.

## WHAT IS USSD?

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## FEATURES



### Build Campaigns

Create surveys, mobile portals, competitions and more using the online campaign builder.



### Store Session Data

All user responses are saved and can even be reused in the current session to give users a personalised experience.



### Integrate Your Services

Set your campaign to fetch text from your web services and push back user responses.



### Earn Revenue

Set up paid content services and earn revenue with premium rated USSD strings.



### Create Responses

Redirect users to different nodes (pages) or trigger an SMS, email or web call based on their responses.



### Detailed Reporting

View total sessions, impressions, costs and revenue as well as user responses and detailed individual session info.

## THE SOLUTION

Panacea NI USSD (MT USSD or Push USSD) offers a simple solution with access to all 4 networks in South Africa. Companies are able to integrate NI USSD directly into their business processes and platforms through different methods. This offers customers the ability to improve on the customer engagement cycle, by initiating a conversation with their audience. Where once was a one-way notification, end-users are able to respond with a confirmation or other response.

# CHOOSE YOUR TYPE OF USSD

## STANDARD

Standard USSD costs the user R0.20 per 20 seconds – a much cheaper alternative to SMS. They initiate a once-off request and, in return, get multiple service options from a menu-based application.

## REVERSE BILLED

Reverse billed USSD (also known as zero rated USSD) allows the mobile user to initiate a session by dialing a unique \*134\* string at no charge.

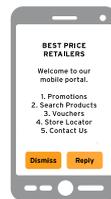
## PREMIUM RATED

Premium rated USSD sessions are charged to the mobile phone user at a higher rate than normal. Revenue derived from these sessions is split between the mobile network and the provider of the USSD service.

## EXAMPLES



**Surveys**  
Collect customer feedback conveniently and cost effectively with USSD surveys.



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



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



**Paid Content Portal**  
Bill users for access to news, sports scores, lotto numbers and other content using premium rated USSD strings.



**Two - factor authentication**  
Use Network Initiated USSD as a more secure alternative to One Time Pins.



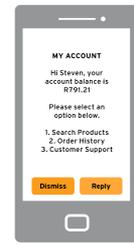
**Voting**  
Create real-time voting USSD applications for users of any mobile phone.



**Financial Services**  
Provide money transfer services, display stock prices, approve transactions.



**Competitions**  
Create competition portals with entry pages, competition info, terms and conditions and more.



**Customer Portals**  
Let customers check account balances, support queries, order statuses and more by integrating your web service with USSD.

## NI USSD | SOAP WEBSERVICE API | Interactive & Immediate

### INTRO

OTP (One Time Pins), simple interaction, and confirmation requests from customers in mission critical environments such as banking and financial services, government and enterprise management systems amongst others is a growing trend in the market. Offering quick and simple solutions that are directly received by the end-user on their handset are becoming ever more popular.

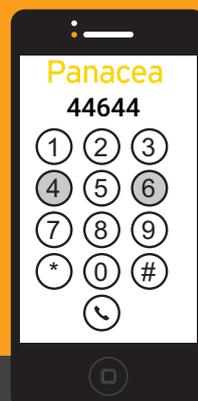
### READY TO GET STARTED?

If you're looking to use NI USSD for your business then get in touch with us for a consultation.

SMS: 'NI' to 44644 or

EMAIL: [sales@panaceamobile.com](mailto:sales@panaceamobile.com)

CALL: +27 (0) 10 442 3100



300 Witch-Hazel Avenue,  
Eco Fusion 4 Office Park  
Centurion  
Gauteng 0169



**Panacea  
Mobile**

Contact Details:  
0860 105 774 or  
+27 (0) 10 442 3100  
[sales@panaceamobile.com](mailto:sales@panaceamobile.com)