USSD GATEWAY

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

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*517#) on their mobile phone.

FEATURES

- **Build Campaigns**
  Create surveys, mobile portals, competitions and more using the online campaign builder.

- **Integrate Your Services**
  Set your campaign to fetch text from your web services and push back user responses.

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

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

- **Earn Revenue**
  Set up paid content services and earn revenue with premium rated USSD strings.

- **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.
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.

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.

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.