Outbound USSD

Key Operator Benefits

- Enhances customer reach:
  - Supports USSD - the most cost-effective medium to connect to subscribers anywhere, anytime
  - Mass Market Reach - Supports a large range of low-end and high-end GSM mobile devices
- Improves subscriber experience:
  - Streamlined and accelerated access to interactive services and content
  - Interactive: Two way interactive (Push & Pull) communication with subscriber
- Self-marketing feature and ease-of-use boosts service penetration
- Captures additional revenues from new service, plan and content sales, and upsell of data plans
- Integrated: Provides intelligent and total solution by integrating to CRM
- Efficient: Efficient solution that uses a different communication channel to reach subscribers who rejected calls about campaigns and offers
- Flexible: Uses different scenarios to offer various options to subscribers and establishes communication bridge between Company and Customers
- Time Efficiency: Allows to open multiple sessions to hundreds of customers at the same time
- Easy Capacity Increase: Capacity increase can be done very easily
- Results Follow-up: Follows-up the actual results by producing detailed reports

Market Dynamics

Many subscribers around the world live in rural areas with patchy or no mobile data reception and they are still using regular phones. Network operators need a device independent service delivery channel for both 2G and 3G networks in order to deliver interactive subscriber-centric services such as:

- **Account/balance inquiries**
- **Self-care**
- **Selling of new services and content**
- **Service discovery, activation and purchase**
- **Other value added services**

USSD technology provides the means for network operators to offer such interactive services to a mass market. It is the most cost-effective medium to reach subscribers any where, any time.

Product Overview

Defne's **Outbound USSD** is a robust and scalable solution that enables mobile operators to offer interactive revenue generating services through the secure USSD connection. It enables network operators with an alternative channel to reach their subscribers for:

- Sales
- Order collection
- Information gathering

Outbound USSD allows for faster time-to-market of interactive services and improves subscriber experience with streamlined and accelerated access to interactive services and content. It's self-marketing feature and ease-of-use boosts service penetration and accelerates revenues.

Outbound USSD solution offers a more responsive, and quick and easy communication methodology than SMS between the company and customers. It accelerates desired results on service campaigns.

Key Subscriber Benefits

- Easy-to-use, user-friendly solution that is not complex

- Quick and real-time access to personalized interactive services

- Supported on almost all device types

Key Features

- Segment based customized menus for Postpaid/Prepaid, Corporate/Individual, Operator/MVNOs

- Easy integration with other systems like CRM, external content platforms for dynamic information and entertainment services

- USSD sessions triggering by application clients

- Session based multi-level **push messaging**

- Advanced reporting

- Flexibility on scenarios, easy adaptation on different campaign and products implementation

- Service creation and logic execution environment with Drag and Drop feature

- Download link can be sent to subscribers

- Date & time options for starting and ending campaigns

- Blacklist/Whitelist support

- Daily Quota for same MSISDN

- Priority options for faster and more resources

- Throttling for high load traffic scenarios

- Web-based graphical interface

- Flexible and real-time charging with CDRs for each USSD transaction

- Multi-language support