

USSD

by Always Active Technologies

The simple and effective solution

USSD is one of the simplest and most effective mobile tools in South Africa, working on any handset - no internet or smartphone required. It enables even basic device users to interact with brands, share feedback, and access services.

While many may not recognize the term, most have used it - like the *100# code to top up airtime.

With USSD, businesses can easily run surveys, competitions, feedback campaigns, or even full-service experiences - reaching anyone in South Africa with a mobile phone.

Competitive Advantages

Ability to **Select**

Standard Rates, or Reverse Billed Rates.

Developer **APIs**

You build we deliver.

A **Cleaner** Database

Every entry has their mobile number automatically captured.

96% of SA Working Adults use a Cellphone

Handset **make and model** feedback

For all cell numbers/customers in your database. This is handy to periodically check how many users have smartphones as apposed to basic phones.

Data **Security**

Instant **Airtime** and **Data** Rewards

Let us award and distribute Airtime instantly to entrants.

USSD **Session**

We host millions of sessions a month!

Reports and **Dashboards**

Neat and useful dashboards.

Dedicated and **Trained** Staff

Benefits

- Wide reach
- Easy to understand & use
- Does not require downloading an App
- No internet access required
- Qualitative & quantitative feedback
- Live reporting
- Reverse billed options
- (No cost to end user)
- Accurate data base gathering
- Ability to send instant rewards (Through our Airtime & Data API)



Developer APIs

USSD operates by using a number such as *120*123# to trigger a menu structure which is displayed on the users handset.

Our USSD URL Caller solution allows for developers to create their own menu structure with the use of HTTP and XML.

This simple communication with our server allows for the info to be delivered to the handset.

The Steps

Plan your Campaign

Define your objectives and put thought into what you are wanting to achieve by your questions or validations, remembering each screen can only contain 160 characters.

Select the Type of USSD

There are Standard Rate & Reverse Billed strings, which alternatively give you the option to carry the session fee for the client. Should you have your own Dev team, there is also the option for you to create your own service by using our API.

Select a USSD Number

Choose from a list of our available numbers.

Portal and Reporting

You will receive access to our AAT portal to view reports and daily emailed .CSV files, however if you would like customised reports, we are able to display any data you require.

Review & Sign off on your spec

We will review the project specification and assist where needed. Once the specification is completed, we require sign off from our clients to ensure we are on the same page.

In Partnership with...



We are a Proud Member of



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to discuss your next campaign!**

sales@aat.co.za
www.aat.co.za

Monday - Friday 8am - 5pm
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