

# USSD Solutions

## What is USSD?

### **Definition of USSD (Unstructured Supplementary Service Data)**

- USSD is used to send information (usually text menus) between a mobile phone and an application.

### **USSD facility allows clients to**

- Pick from the available USSD's – Stouf would send you a list that is available
- Communicate with your clients in real time

## How does it work?

- USSD will allow a consumer to request information in numeric sequence (starting with \* and ending with #) or menus via their mobile phone. I.E \*123#
- Therefore, allows the brand owner to display menus on a mobile phone, enabling customers to interact with these menus.
- The user is billed on a time principal instead of per transaction. R0.20 per 20 seconds

## Costs? (all costs incl VAT)

- R1 140.00 Once-off setup fee. (Includes 1 (one) USSD Campaign)
- R570.00 per month subscription fee.
- Additional Campaigns \* optional – R250.00
- Reply SMS: R0.25 per SMS (Optional)
- R0.05 Per received transaction
- Development: R570.00 Per hour
  - Unfortunately, this is determined by the amount of development needed to create your USSD campaign.
- Please contact us on 011 782 9720/ Sales@stouf.com to get a quote today!

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