



## USSD Menu Browser

More than just a USSD gateway, Sicap's USSD Menu Browser powers highly interactive content menus for efficient and easy access to self-care and value-added services. All your end-users can instantly enjoy a seamless user experience with consistent look and feel, regardless of their device, their roaming status, or their credit balance.

Sicap's USSD Menu Browser allows you to bring all your services under one access code, simplifying content updates, marketing efforts, segmentation and personalisation.

Sicap's USSD Menu Browser offers you:

- Greater customer satisfaction and retention
- Cost-effective, convenient customer self-care applications and mobile data services
- Seamless integration with existing network and back-office infrastructure



# USSD Menu Browser

## The figures speak for themselves...

- **Fast ROI:** ROI in less than six months for an operator with four million end-users who replaces IVR services with USSD Menu Browser
- **Proven performance and reliability:** With more than 10 years experience, Sicap's largest system can power 20,000 USSD messages per second. Today's most versatile menu structure includes 2,000 menu items
- **14 customers, serving 260 million end-users,** rely on USSD Menu Browser

## Greater customer satisfaction and retention

By simply dialling a USSD service number such as \*123#, mobile end-users reach a dynamic text-based menu, which is up to seven times faster than an SMS and usually free of charge, even when roaming. What's more, a USSD service number can be easily entered as a short-dial number in a personal contact list, for easy one-key access.

Offering both value-added services and self-care from a single handset screen menu is a great way to personalise services and ensure visibility. From the checking of prepaid balances and changing tariff plans, to reading messages and requesting a purchase, you can publish virtually any service with Sicap's USSD Menu Browser.

## Cost-effective, efficient customer self-care and mobile data services

Sicap's USSD Menu Browser delivers cost-effective and fast implementation of customer self-care and mobile data services. Services are easy to deploy thanks to graphical, Web-based menu creation and management, with personalised structure, content, menu language and pricing. What's more, by reducing IVR requests you significantly lower your self-care operating expenses.

Services can be charged in real-time or via CDRs. The high performance platform enables a large number of transactions to be processed simultaneously, with customer response times of less than two seconds.

The USSD Menu Browser can be configured to propose innovative premium services according to an individual's usage history, thus generating additional streams of revenue. For

example, travellers could be offered a location-based service that allows them to search for restaurants according to their current whereabouts.

## Seamless integration with existing network and back-office infrastructure

Sicap's USSD Menu Browser is highly scalable and seamlessly integrates into any network and back-office infrastructure. The graphical, Web-based menu creation tool makes it easy to tailor the menus to your specific needs and environment, guaranteeing a turnkey solution that drives greater customer satisfaction.

Our solution allows the easy integration of external rendering services using HTML submenus or USSD-over-SMPP. It includes interfaces to SOAP, JDBC, SMSC, LDAP, and other services.

## What our customers tell us...

*"The Sicap USSD gateway delivers a cost-effective way to provide O2 prepaid customers with their account information. It has helped us to improve customer service as well as improve our marketing to prepaid customers. It is a simple but ingenious solution."*

O2, Germany

*"We experienced a trouble-free implementation and Sicap's UMB solution has helped us achieve the objective of offering our customers one-stop shopping for value-added services."*

Maxis, Malaysia

*"Our subscribers can access a wide variety of SMS-responding and MMS-responding services for self-care, content and entertainment services, simply by dialling one central number followed by a text-based interactive menu."*

Vimpelcom, Russia

## How it Works

