

# USSD.

## The USSD Evolution

**txtNation** provides carrier grade **USSD API** and interface options, enabling the delivery of high throughput messaging and session based menu systems.

“txtNation provides carrier grade **USSD API** and interface options.”

txtNation's **Unstructured Supplementary Services Data (USSD)** service allows high speed interactive communication between mobile subscribers and applications across all GSM handsets. Over 90% of the global GSM network infrastructure and almost all of the mobile phones available today support transportation of USSD messages.

USSD is ideal for many business applications. Because it is session-based, it's lightning fast. Because USSD services do not require phone menus, users can access USSD services directly from the main screen. USSD works with the **Home Location Register (HLR)** of the user's network so USSD services are available in the same way whether the user is at home or roaming (**VLR**).

USSD provides a highly scalable, robust and secure option for businesses looking to enable this popular and dynamic form of messaging.

txtNation provide an easy to use USSD API and integration interface, so client and service applications can be integrated into our USSD Gateway seamlessly.

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### **Unlimited options, evolving technology**

From OTT options, to surveys, banking applications, PIN based authentication services, all can be enabled via USSD.

Within our Gateway, txtNation provide two main types of USSD options:

#### **i) USSD Notifications**

These are one-time messages to the handset with no interactivity.

#### **ii) USSD Menus**

These are interactive, 'session based' menu systems sent across USSD.

Types of USSD services in use today include:

#### ***Pull-based services***

- News, weather, movies, sports updates
- Currency update, stock market
- Telephone directory, Yellow Pages

#### ***Push services***

- Voting, polling
- Flash emergency alerts

“ USSD speeds up to seven times faster than SMS.”

## **Benefits of USSD**

### *Increases Revenues*

Make it easy for prepaid users to re-charge accounts and generate higher call volumes.

### *Reduces Operating Costs*

Provides a low cost customer care alternative, much cheaper than SMS for two way transactions.

### *Increase Loyalty*

User experience and convenience improvements with USSD speeds up to seven times faster than SMS.

### *Worldwide Accessibility*

USSD works worldwide on almost every handset, globally with familiar connection options.

### *Intuitive*

Menu-based access options, meaning interactive real time communications.

txtNation's USSD Gateway has become a leading USSD platform due to the variety of services it can provide, it's ease of use and technical superiority.

**Performance/SLAs**

- USSD availability: 99.99%
- Provisioning availability: 99.9%
- Support: 24.7.365

**Connection Options**

- HTTP / XML
- Online Control Panel

**Applications**

- USSD Notifications
- Session based USSD
- Interconnection for SMS
- Options for HLR

“ 99.99%  
USSD Availability ”

Keep up to date on our [Blog](#). Tag 'USSD Messaging'.

[Contact us](#) today for further information on how txtNation can benefit your business, wherever you are.

## Talk to us.

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