



## Deliver real-time, interactive content and services for all subscribers

As subscribers seek new services and experiences, operators are looking for ways to increase revenues and decrease churn. But if subscribers in emerging markets aren't using data services, it can be difficult for operators to engage with them.

CSG USSD Gateway enables operators to offer a wide range of innovative and chargeable messaging services and content, whether or not their subscribers have data access. The solution empowers mobile subscribers to manage and personalize their digital experiences right from their devices, without needing to download an app, log in into a website or call customer service. Subscribers can effortlessly access services and content at home or while roaming from even the most basic phones.

### No Data? No Problem

Unstructured Supplementary Service Data (USSD) is a simple, ubiquitous and interactive channel for service delivery and content discovery. It is available across virtually any device and functions on all network types, from 2G to 5G.

### Maximize Value From USSD Investments

Many operators have made a significant investment in USSD services. Complex, multi-layer self-care options are standard, and subscribers are at ease with accessing content, purchasing plans and generally interacting with their provider over USSD.

By offering integrated self-care via multiple channels (USSD, USSI and HTTPS), the CSG USSD Gateway solution ensures that subscribers continue to have familiar access to the same self-care and discovery options as operators transition their networks and services to 5G.

### Securely Deliver Services & Content

CSG USSD Gateway drives the creation and management of profitable services and content, including account self-care, mobile money/mobile banking and third-party infotainment content.

## Features

### Account Self-Care

- Enable subscribers to manage their accounts, using USSD for balance recharge, balance inquiry, plan purchases, registration for value-added services, etc.
- Save on network and customer service resources
- Make all services and all content available to all subscribers

### Return Calls

- Allow subscribers with no credit to request a return call service from a specified number

### Content Delivery

- Monetize content such as news, social network updates, weather, etc.
- Collect information about customer experiences, including incident and report management

### Marketing and Promotions

- Promote new services and offers by interacting with customers via USSD

### Mobile Money/Mobile Banking

- Provide a cost-effective and secure interface to mobile banking

## Technical Specifications

CSG USSD Gateway provides a feature-rich, virtualized USSD solution with the advanced functionality needed for current and future network messaging requirements.

- Future-proofed USSD messaging for all markets and all networks, from 2G to 5G
- Proven scalability and performance
  - Proven, carrier-grade USSD gateway deployed at the core of some of the world's most demanding networks
- Flexible deployment models
  - Support for NFV and virtualized deployments
- Powerful GUI for quick and easy service creation, with multilingual support
- Easy integration with third-party content and service providers
- Mobile Initiated (MI) and Network Initiated (NI) USSD dialogues supported
- Integration with OCS for self-care services
- Integration with other external applications (SOAP, HTTP, REST, etc.)
- Allow for multiple interactions with subscriber and applications through USSD dialogues
- Able to provide a variety of pre-configured services
- Support for USSD over IMS for 4G and beyond
- Expose standard self-care capabilities via USSD, USSI and HTTP



### Work With CSG Messaging Experts

Our messaging solutions have been at the core of some of the world's most demanding networks for almost 20 years, processing billions of messages every day. CSG's high-performance solutions drive service innovation and service velocity while optimizing the use of network resources.

We continue to exceed expectations for delivering highly innovative solutions with an unmatched track record for customer commitment and prompt deployment.

### About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://www.csgi.com) to learn more.