



  
**Connect**  
mobile communication

# **MOBILE SERVICES**

## **Product Guide**



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# 1. SMS Service

Simple, convenient and cost effective – SMS is the easiest way to deliver a message into your customer's hands. Our web based software allows for easy sending, as well as live, in depth reporting. If preferred, both HTTP and SMPP integration are available.

## South Africa

With our roots planted firmly in the capital city, the South African market is where we are at home. Delivering up to 600 messages per second to Vodacom, MTN, Cell C and Telkom Mobile, our systems are geared to handle high volumes of two-way traffic, with 24-hour monitoring and support on hand to resolve any queries.

Please refer to our Rate Card for current pricing.

## Africa and the World

With connectivity to over 1400 networks, and specialisation in African Routes, Connect will deliver a message anywhere in the world at some of the lowest costs in the industry.

Please contact [sales@connect-mobile.co.za](mailto:sales@connect-mobile.co.za) with your requested territories and we will be happy to provide the most recent pricing.

## MMS (Multimedia Messaging Service)

When plain text won't convey your message adequately, MMS will deliver content rich graphics and sound right into your customer's hands. Perfect for invoices that need to go where the postal service won't, MMS can be delivered at a fraction of the price of regular post, and the applications are endless. Advertising, training, information, timetables and so much more can be delivered to the exact individual who needs it.

Please refer to our Rate Card for current pricing.



## 2. HLR & CLR

The Home Location Register (HLR) provides accurate information regarding the validity and availability of an MSISDN (Cellphone Number) at a fraction of the price of sending a failed SMS. HLR is used to clean and sort databases of MSISDN's to improve delivery rates and reduce overall costs of SMS communication.

With CLR (Caller Look Up) we can ping a mobile number with a voice call, reporting includes active number status, whether a voicemail was reached and the like. The handset will be called from a private number or 087/086 designated number and will terminate as soon as one of the following instances occur:

Phone is answered; or  
Voicemail is reached.

## 3. Shortcodes

Often referred to as Premium Rated SMS – Shortcodes provide an easy and cost effective means of getting in touch with your organisation.

Rates vary from standard rated all the way to R30 – with revenue shares available on the higher price bands.

Often used for competitions, Shortcodes also provide an exceptional means of receiving communication from consumers – either with an integrated solution, or delivered instantly to your email inbox.

Please refer to our Rate Card for current pricing.

**45969 @ R1.50**

# CASE STUDY | PRSMS

This case study is based on actual results.



## Campaign Overview

The competition was activated on a standard rated short code. Consumers had to enter the unique code found on product packaging. Airtime rewards ranging in value between R5.00 and R10.00 were integrated into the campaign and were awarded and deployed to consumer handsets that had entered valid unique codes. The winners were notified that they had won via SMS. The PR SMS code was advertised on promotional packs in store. The product was large and is typically purchased in bulk. Each product had a unique code.



## Promotional Period

The campaign ran for a period of 4 months.



## Method

10 million unique seven character alphanumeric codes were printed on the promotional packs. Promotional packs were distributed to different retailers in all provinces.



## Winner Selection, Validation and Regulations

- The code could only be used once.
- Each cell number could enter multiple times with a different unique code per entry.
- There was no limit per handset set.
- An airtime voucher limit of 935 vouchers was set weekly.
- Winners were notified via SMS that they had won.



## Statistics

**55 396** All entries including invalid entries in 45 days.

**12 963** Airtime vouchers awarded

**13 469** Unique consumer entries.



## Research collected

This product does not appeal to the general public and is focused on the construction sector. Information such as demographics were not collected.



**“With tested capacity at over 450 million sessions per month, Connect provides robust communication gateways that support surveys, competitions and consumer engagement”**

## 4. USSD

Short for Unstructured Supplementary Service Data – USSD is so widely used in South Africa that it is a very accepted means of communication, with no user education necessary. Mobile banking and airtime recharge facilities have made use of USSD since their inception – to such an extent that many people do not even realise they are interacting with a USSD application.

With tested capacity at over 450 million sessions per month, Connect provides robust communication gateways that support surveys, competitions and consumer engagement as well as real time data and service requests.

Our dedicated project team is available to assist with planning, development, management and reporting for your campaign.

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Our USSD is also available via API, with a free 30 day testing period.

Please refer to our Rate Card for general costs, however USSD applications are usually quoted for on a case by case basis, as requirements differ greatly.



# CASE STUDY | USSD

This case study is based on actual results.



## Campaign Overview

The competition was run on USSD. Entrants had to enter a unique code found on their product packaging. One entrant was randomly selected every hour for 12 hours to get 12 entrants per day. Of the 12 entrants, one was selected daily, by random selection, to be awarded with R1000. The winner received an SMS stating that they had won. The USSD code was advertised on promotional packs in store. The product was small and is typically purchased in bulk. Each product contained a unique code.



## Promotional Period

The campaign ran for a period of 2 months.



## Method

25 million unique 9 character alphanumeric codes were printed on the promotional packs. Promotional packs were distributed to different retailers in all provinces.



## Winner Selection, Validation and Regulations

- The code could only be used once.
- Each cell number could enter multiple times with a different unique code per entry.
- A consumer could not enter more than three times per day.
- 12 Winners per day were randomly selected.
- Winners were notified via SMS that they had won.



## Statistics

- 251,667 – All completed entries including invalid entries in 37 days.
- 1,266,060 - Total attempts on the USSD code. These people accessed the USSD code but either ran out of airtime, lost connection or didn't want to complete the questionnaire.
- 169,974 – All valid completed entries that had a chance to be in the draw.
- 107,857 - Winners Entered into Draw
- 156,735 - Unique entries (valid or invalid)



## USSD Questions and Research collected

The client provided questions that had to be answered before the consumer could enter their unique code. These questions included asking the consumer which province they lived in, what store they purchased the product from, and what their age was. They were reminded of the Terms and Conditions and provided with a link to the website. When the person dialed in again, the USSD recognized a re-entry and asked them different questions such as "Who are you buying the product for?" and "How often do you eat the product?" prior to the person entering their unique code.

The reporting clearly indicated the type of consumer mostly interested in the product. The results also show that they eat the product twice a week or more, they were typically between the ages of 25 and 39, purchased the product for their children, they mostly lived in Gauteng and purchased at one of the major retailers.

## 5. Voice Broadcasting

Connect offers a simple voice solution for communication with a large audience. The phone rings, the consumer answers, and your pre-recorded message is played to them. We also offer voice-over services should this be required.

Please refer to our Rate Card for current pricing.



## 6. Please Call Me Numbers

Are you looking for a way for your consumers to get hold of you at no cost to them? Please Call Me Numbers from Connect provide a unique service where a consumer will send a Please Call Me to your number, which will be delivered directly to your email inbox.

Simple and cost effective, you can have your own number set up in a matter of hours, with integration options available for both call centres and lead management systems.

Please refer to our Rate Card for current pricing.



**“We take pride in our robust communication gateways, 24-hour monitoring and support services and strong relationships with the mobile networks”**

## 7. About Us

Connect (Originally Connet Systems) was started in 2009 by a group of mobile technology developers who saw the shortcoming of technology in South Africa was not the lack of skills available, but rather the level of service provided to clients and end users.

Connect's first USSD gateway was built and run on a local server in Brendan White's student digz (all the way back in 2007), and since then the development has not stopped. 5 years later we were carrying more than 5 billion messages annually across SMS, USSD and Voice channels.

To this day we take pride in our robust communication gateways, 24-hour monitoring and support services and strong relationships with the mobile networks, but mostly we take pride in our people. Not only our staff, who are the cream of the crop when it comes to development, sales and business administration, but also our clients, with whom we work closely to develop lasting, beneficial relationships.

We strive to live by our motto – people drive technology.

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