



Reach every corner of the World

Enterprise Mobility Solution

(USSD Technology)

Glimpse of USSD Service Offering for Enterprise (1/2)



Retail & FMCG

- Order Tracking, Make an Order
- View Product Description, catalogue
- Send Returns & Claim request
- Contact customer care, Lead generation
- Conduct surveys, Customer Feedback
- Share Inventory information
- Search Nearest outlets
- Payment transactions, Online Purchases
- Broadcast Discount offers, Upselling-cross selling messages



Insurance

- View Health & Travel Policies
- Search Cashless Hospital List
- Buy or Renew policies
- Contact Insurance Agent
- Calculate annual premium
- Lead Generation & Sales Target info
- View Terms & Conditions
- Modify policy plans & manage account
- Fill Insurance form on USSD



Transportation

- Feed Customer details
- Feed consignment info
- View & Purchase Ticket
- Track courier location
- Send order confirmation
- Purchase via Cash on Delivery
- Send cancellation request
- Broadcast delay in delivery
- Report demurrages



Energy, Utilities & Public Services

- View Billing Details
- Water, Electricity bill payments
- Customer Profile Management
- File Complaint/ Send order request
- Call back request to customer care
- View Government Norms
- Check Emergency Helpline numbers via USSD
- Search Nearest Office/ Outlets



Media, Publishing & Entertainment

- News feeds, RSS Feeds
- Category-wise content like sports etc..
- View Blog Content, Access Website Content
- Connect to Social Media Networks Like Facebook
- Chat Messenger Via USSD
- View Public Announcements, cricket scores
- Check TV channels Schedule
- View & Book Cinema Hall Movies
- Search for Popular, Recent Magazines, Books



Banking & Financial Services

- View Account Balance
- Lead generation for Mutual Funds, Home Loans, Car Loans, Mortgages
- Send Credit card Request
- Sharing Sales Target
- Nearest Bank & ATM locator
- Check Monthly due amount
- Pending Installments
- Credit debit transaction History



Telecom

- View Prepaid & Postpaid Account Balance
- Send new VAS service request like 3G/4G, Caller tunes etc..
- Payment Transactions
- View Previous & Current Usage, Bills
- Nearest outlet locator
- View Recharge Options
- Enable/ Disable request
- Broadcast Promotional Messages



Health Services

- Book Appointment Via USSD
- View Patient History
- Check Normal ranges for Health check-up reports
- Contact Customer Services
- View Emergency Helpline Numbers
- List of Nearby Medical Services like Dental, Gynecology etc..
- View Health Tips, Precaution Measures
- Broadcast Public Welfare Messages
- View Blood test reports
- Check Health check packages by different vendors

Glimpse of USSD Service Offering for Enterprise (2/2)



Gambling

- View Authentic Gambling Venues
- Check reviews of gambling Venue/ Casinos
- Book your slot
- View Gambling results
- Access Contact details



Sales Force Management

- Share Sales Target Info
- Weekly, Monthly, Yearly Sales figures
- Lead generation
- Customer feedback, CSAT Ratings
- View Customer Information
- Track Sales History



HRO

- Recruitment & Staffing Status Check
- Attendance Management
- Compensation & Benefit Administration
- Leave Management
- Request Approval
- HR Event Announcements
- Cab Status- Pick & Drop



Food ordering

- View Food order Status
- Check Food Bill to be paid on delivery
- Search Nearest Food outlets by food category
- View Hotel/Restaurants Reviews
- Access Contact details



Portals

- Search Engines e.g.. Google.com
- Job Portals e.g.. Indeed.com
- Discussion Forums
- View Blog post & Articles



Data Reporting

- View Sales Report
- Action Plan for Next Quarter
- Transaction Summary
- Region-specific Reports
- Root Cause Analysis results
- CSAT Scores
- Daily, Monthly, Weekly Figures

**The final Scope of work for USSD is designed as per Customer requirement*

Why Enterprise should opt for USSD Services

1

Global Reach – Easy access of contents to all stakeholders, Improve Speed to market at lesser design cost

2

Reducing Capital Requirements- Readily available infrastructure - Use of a hosted shared solution, significantly reducing capital requirements and in-house mobile technical skills

3

No hassles to approach telecom operators – Leverage InfoTek's telecom operators partnerships spread globally

4

Facilitated billing, technical and operational relationships and interfacing across mobile operators (single point of contact in InfoTek)

5

Professional services assistance, Broadcast Promotional Messages

6

MIS Reports and Analytics - Daily mobile number wise transaction reports (standard) over automated emails sent EOD. Captures customer specific all transactions in a day



Case Studies



USSD Services for Enterprise

Insurance Organizations



Identified Service Areas



- 1

View, Buy & Renew
Health & Travel
Insurance Plans
- 2

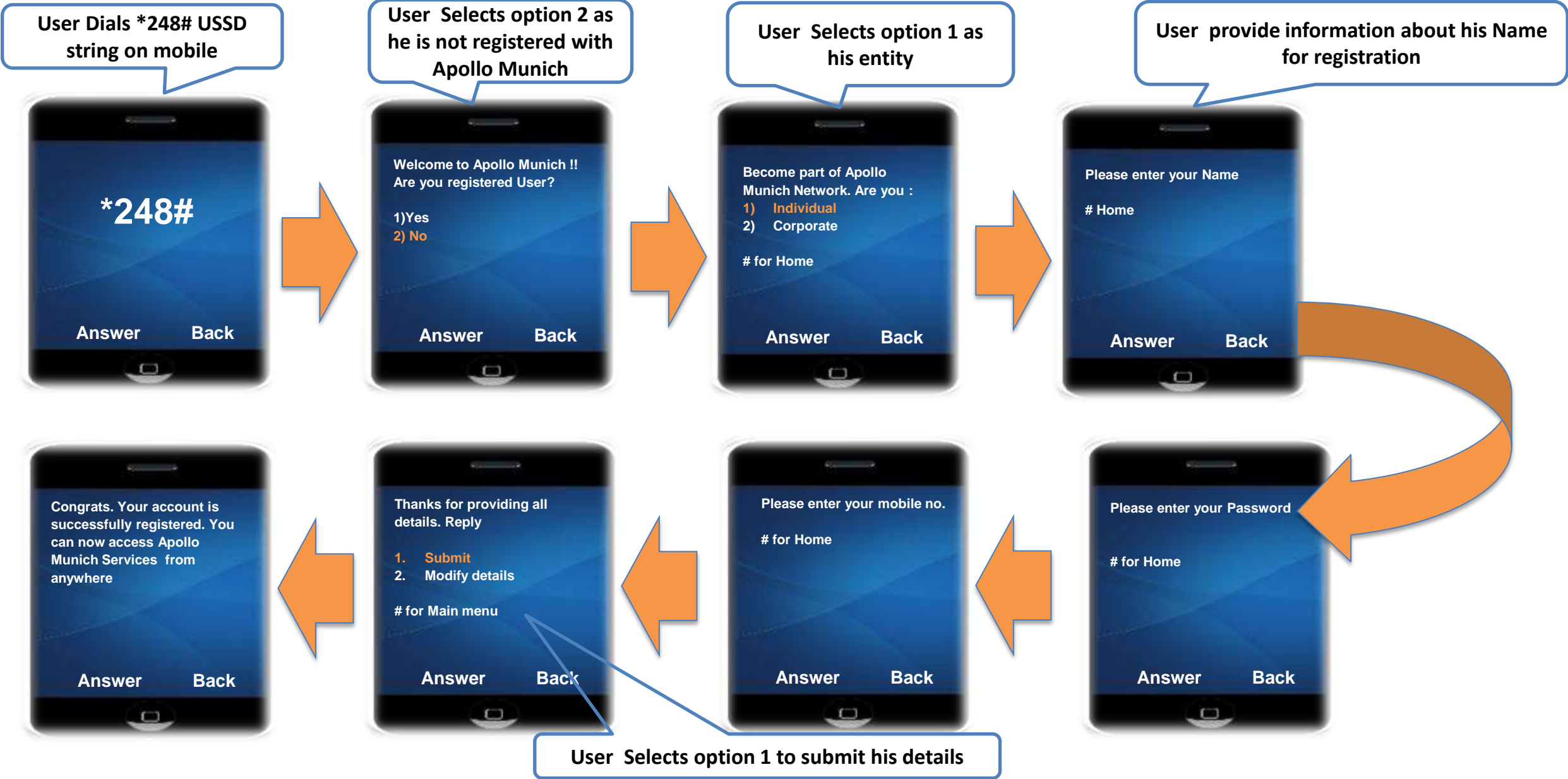
Facility for customer to
**calculate Insurance
premium**
- 3

**Check Cashless Hospital
List** near your area
- 4

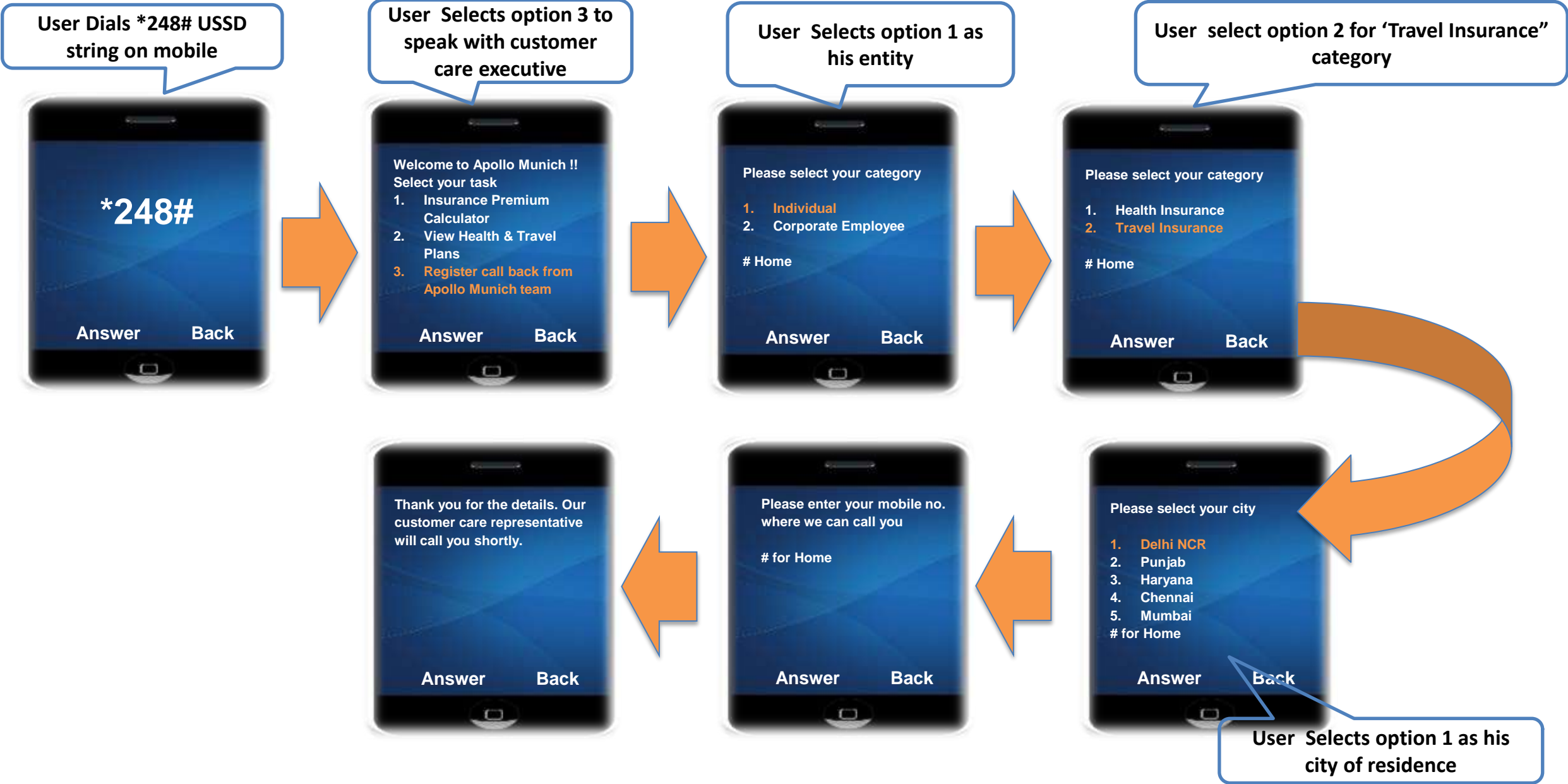
**Contact customer
Service team** of Apollo
Munich
- 5

**Manage Account
details & Sign-up**

Scenario 1- Sign-up process for Individual



Scenario 2- Lead Generation





NGO Organizations

NGO

Non Governmental Organization

Identified Service Areas

USSD services help NGO communities in water supply issues , sanitation, power, livelihoods, education, health care, housing & other challenges

1 Register to NGO network- Allow Rural & needy population to register their address & contact no.

2 Register Complaint- users can register their problems/complaints on USSD

3 Become a NGO Volunteer- Submit your details & send request to become a Volunteer in NGO's social cause

4 View nearest NGO centre, details of concerned official, contact no., email id etc..

5 Give Feedback via USSD for NGO work

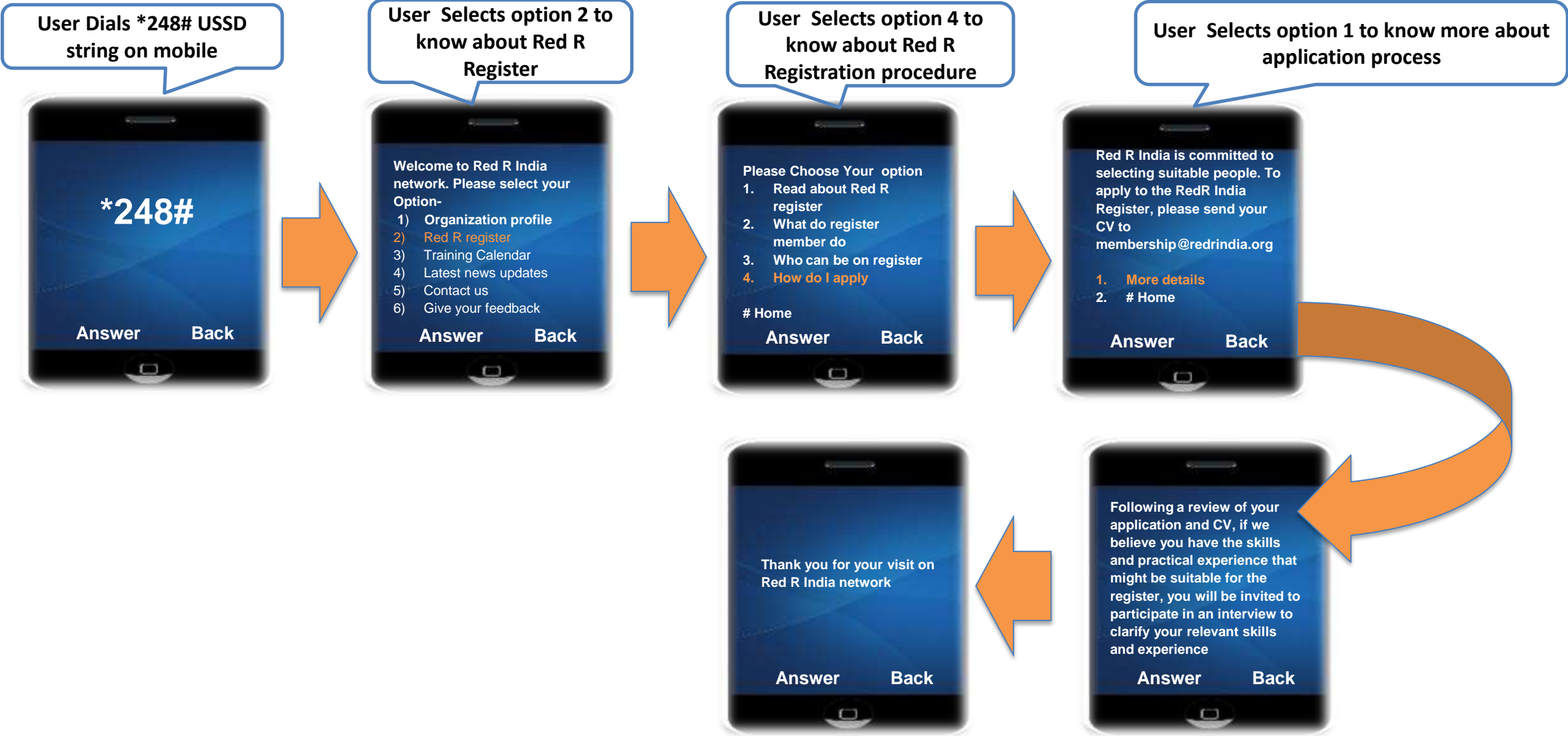
6 View Donor agencies –NGO partners, fund collection centres

7 Send Call-Back request via USSD for donation, donation collection at doorstep

8 View NGO's development plans for your region



Scenario 1- Send request to become a Volunteer in NGO's social cause



A couple is relaxing on a white sectional sofa in a modern living room. The man is holding a remote control. A large window behind them offers a panoramic view of a city skyline. In the foreground, a black leather ottoman holds another remote. To the right, a large flat-screen TV displays the Hulu interface, showing a grid of popular shows like 'Revenge', 'All My Children', 'One Life to Live', 'Community', 'The Mindy Project', and 'Law & Order: Special Victims Unit'. The room is bright and airy, with a light-colored carpet and a dark wood console table under the TV.

Identified Service Areas

1

Manage your Account on the Move & Trade Partner logins

2

View d2h products description, ROI & South Packages

3

Search feature- Dealer, Recharge Dealer, customer care number

4

USSD as an alternative to SMS Recharge

5

Register STB Complaints via USSD

6

View Program Guide & Self-help Troubleshooting content

7

View Offers- New & Existing Subscription offers

8

Book d2h products online, Refresh Account

9

Lead Generation- Send New Connection request

10

View Long term recharge plans for First & Multi-room connection

11

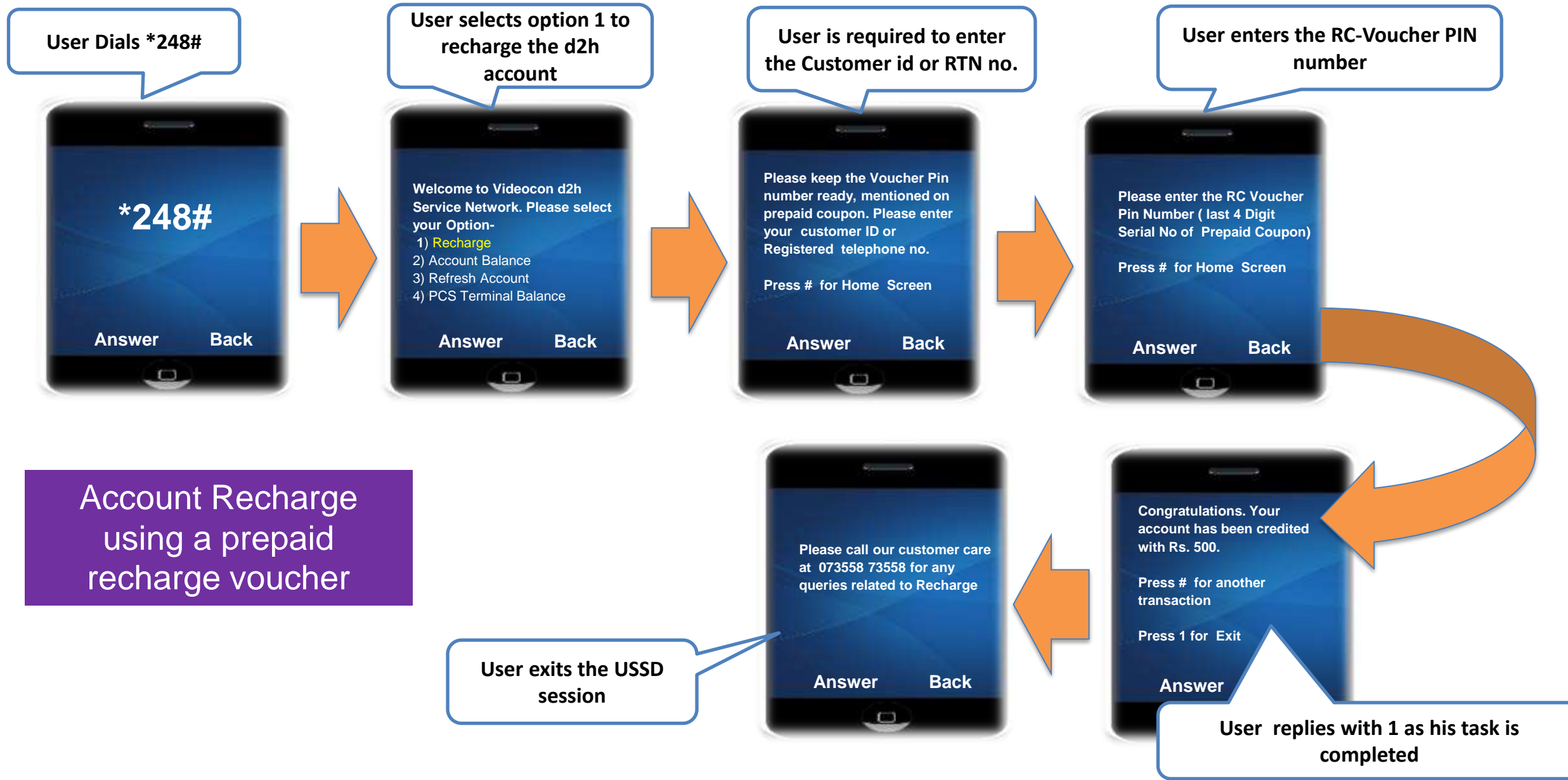
View Multi-room plans for North West & East India Regions

12

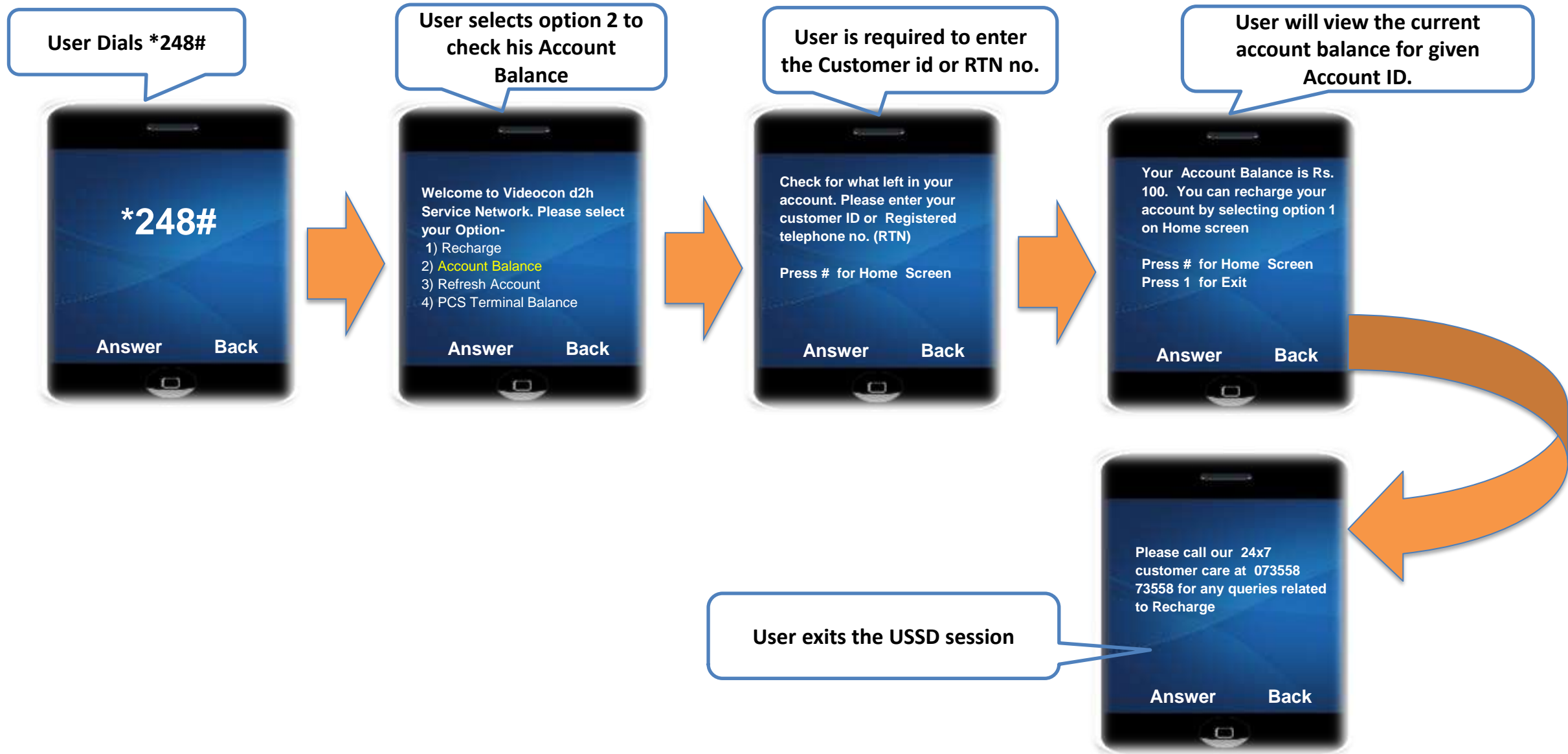
Check FAQ's, View Account Balance, Next Recharge date



Scenario 1 – Account Recharge Via USSD Platform



Scenario 2 – Check Account Balance against your Customer ID or RTN no.



Pharmaceutical Organizations

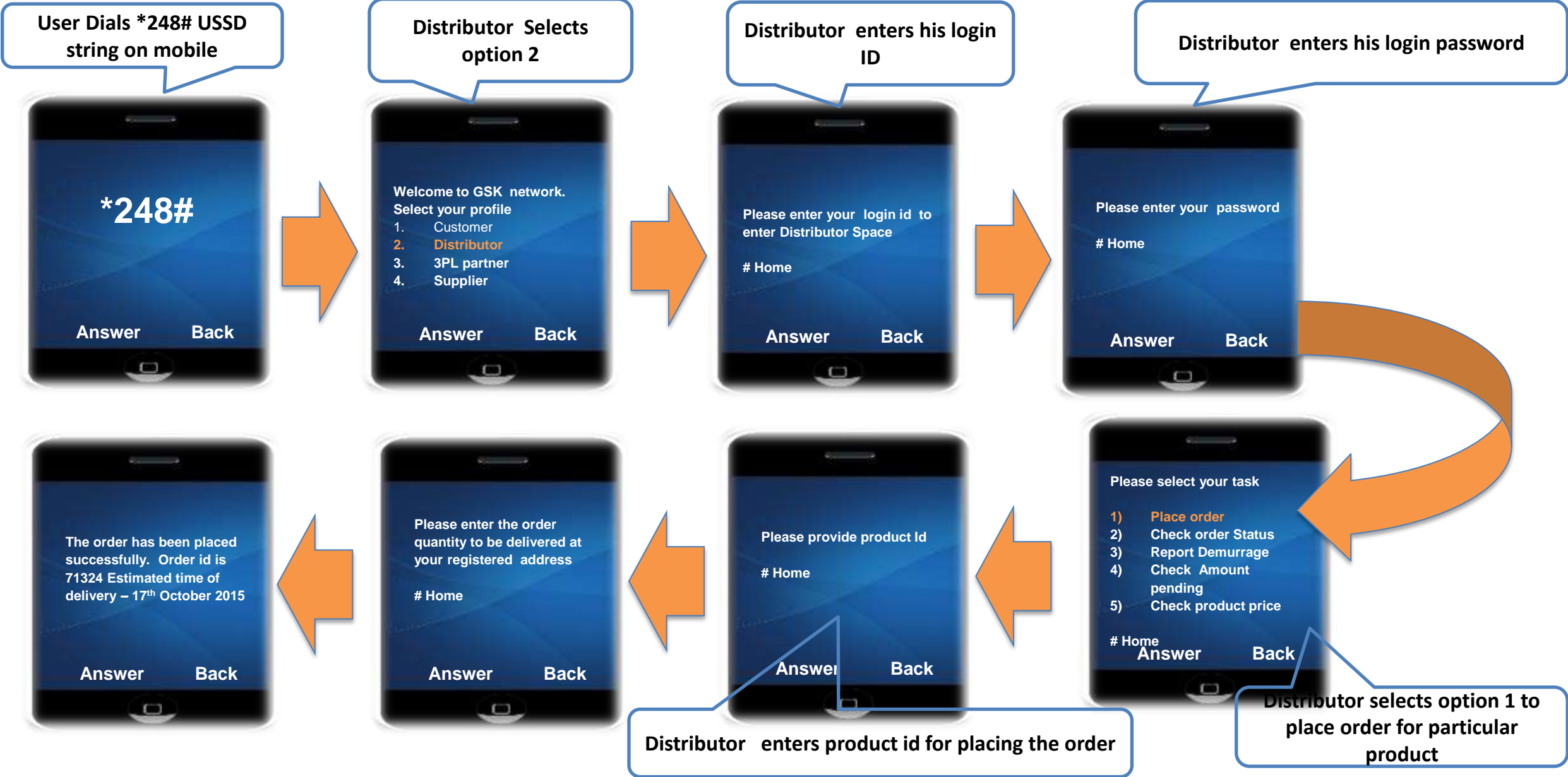


USSD can add as a wing to access Supply Chain Information USSD Platform will allow GSK Customers & Business partners to :

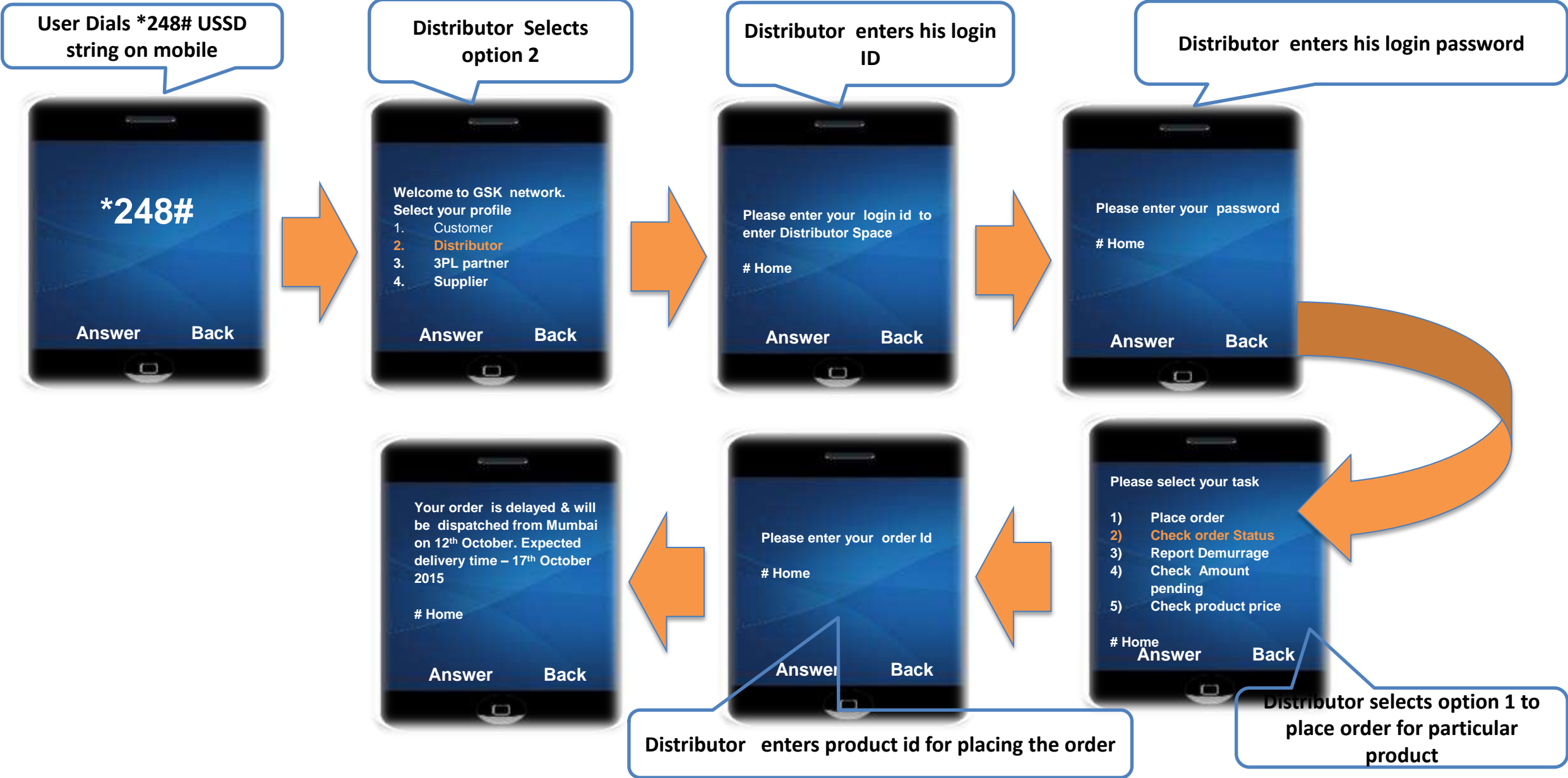


- ✓ **Place orders via USSD** for desired delivery date & destination
- ✓ **Find stock availability** for the given warehouse
- ✓ **Search for existing 3PL partners, Whole sellers, GSK outlets** contact details
- ✓ **Track orders, milestones via USSD** ETA, ETD, HAWB no. etc..
- ✓ **View HTS codes, Restricted Party List**, product description on USSD
- ✓ **Request for call-back** from GSK customer care team
- ✓ **View Backlog Reports, Order status** under order fulfilment
- ✓ **Access Supplier details, check Supplier performance scorecard** for given product
- ✓ **View Spot Quotes** and discounts for stakeholders
- ✓ **Send Promotional & other broadcast messages** to GSK customers
- ✓ **Sales Target updates** on USSD
- ✓ **Conduct Surveys & Customer feedback** on USSD
- ✓ **Send Returns & Claim request** to nearest outlet

Scenario 1: Placing order at GSK Network



Scenario 2 : Tracking order at GSK Network





Healthcare Organizations

1

Book Appointment
with available
doctors

2

View Health Tips, Precaution
Measures

3

View **Patient History**

4

Check
Emergency Helpline Numbers

5

Access **Blood test reports**

6

Search Nearby Medical Services
like Dental,
Gynaecology etc..

7

Contact Customer Services

8

Check Normal ranges for
Health check-up
reports

9

Broadcast Public Welfare Messages





Travel & Hospitality Organizations



1

Search Buses
for desired
journey date &
destination

2

**Check seat
availability** for
the travel

3

**View discount
offers** currently
available

4

**Access Booked
ticket history,**
Ticket no. etc.

5

**Send
cancellation** or
Refund request
via USSD

6

View travel tips
relevant to the
journey

7

Contact
Customer
Services

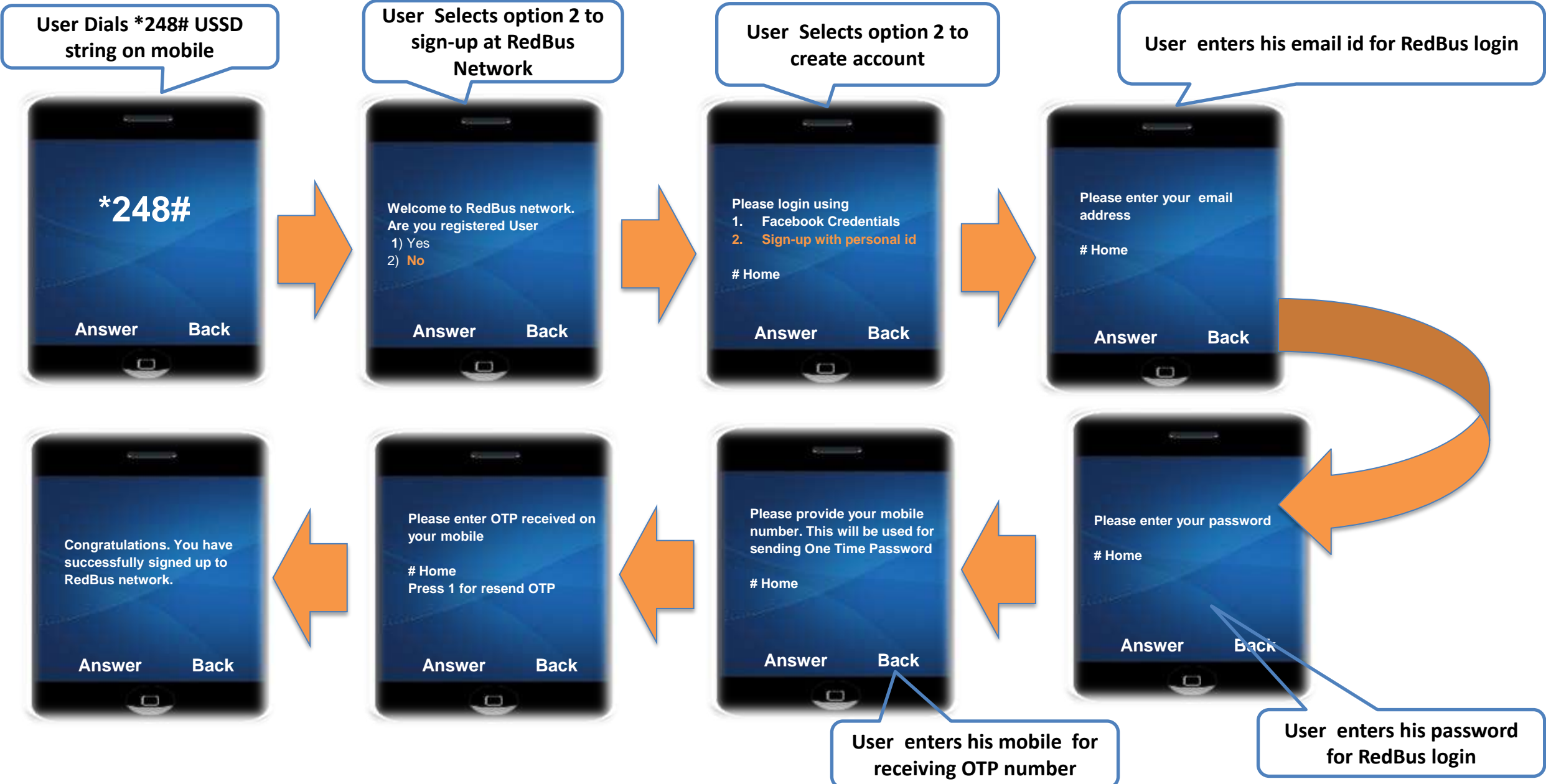
8

**Send Promotional &
other broadcast messages**
to RedBus passengers &
Booking agents

Our USSD Platform enable RedBus Customers & Transport operators



Scenario 1: USSD Screen flow for Passenger Sign-up



Home Service Providers

Relocation



Decorating



Flooring



Handyman



Plumbing



Electricians



Refurbishment



Building



Identified Service Areas

1

Customer & Service Partner sign up/registration

2

Tracking of open & closed Jobs by Customer & Service Partner

3

Find & Book available home services at Housejoy Network

4

Manage your account-change password, contact no. location details etc..

5

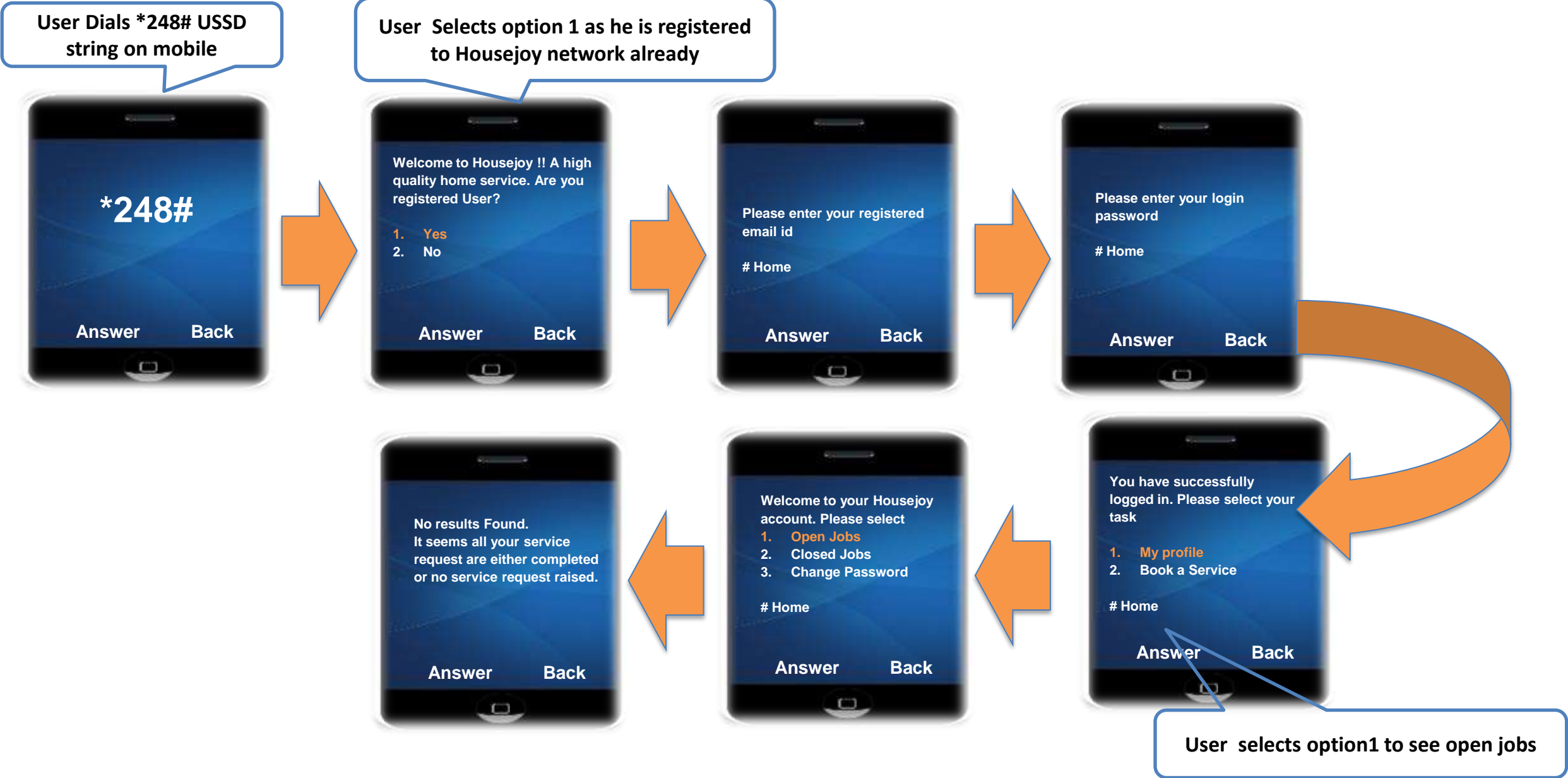
Select your city, service category

6

Know Exactly Who's Coming to address your Service Request



Scenario 1 – Tracking of open & closed Jobs by Customer



Food Ordering Services



Identified Service Areas

1

Place food order from desired city

2

View Order Menu &
track status

3

Search Nearest Food outlets by food category

4

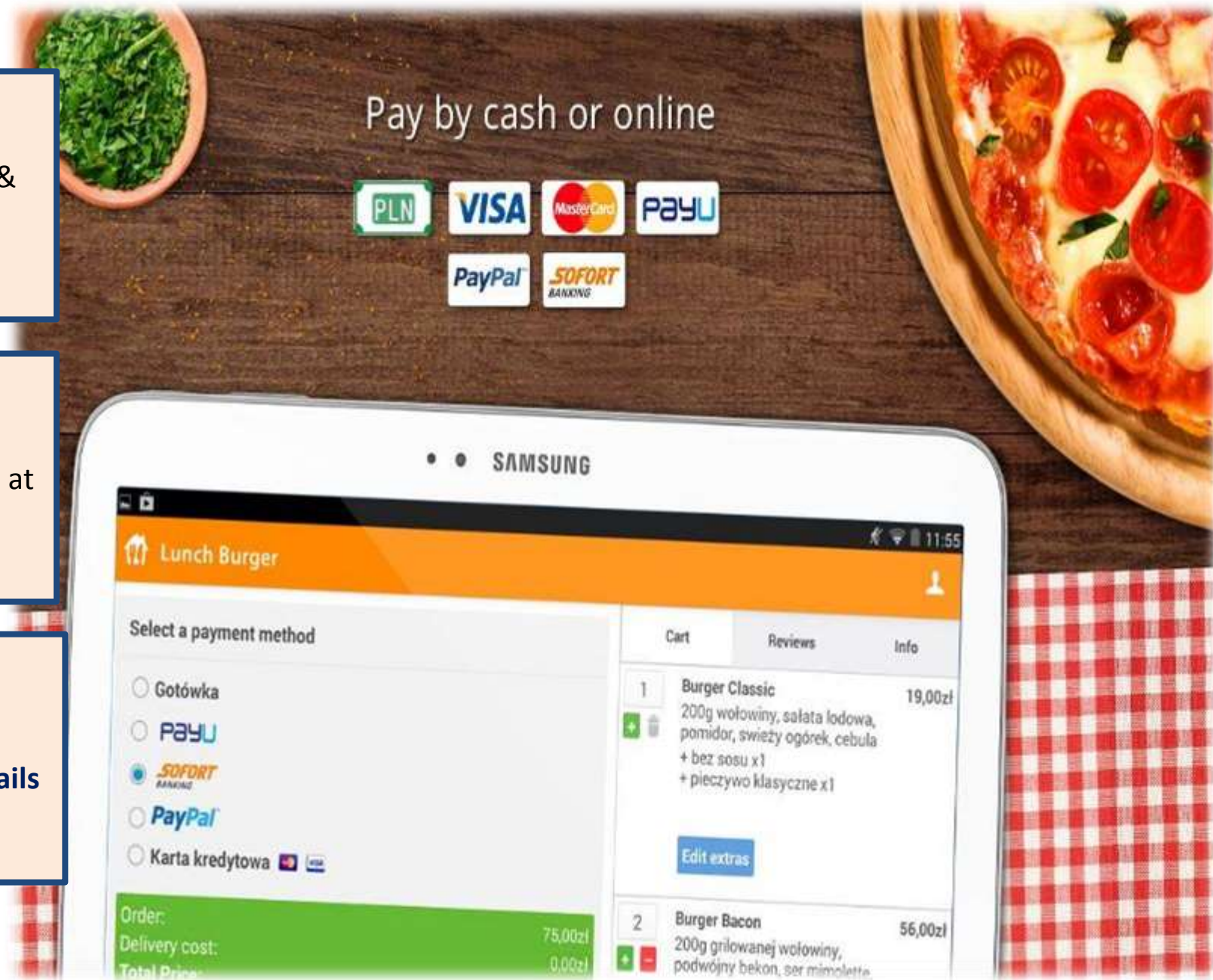
Check bill to be paid at time of delivery

5

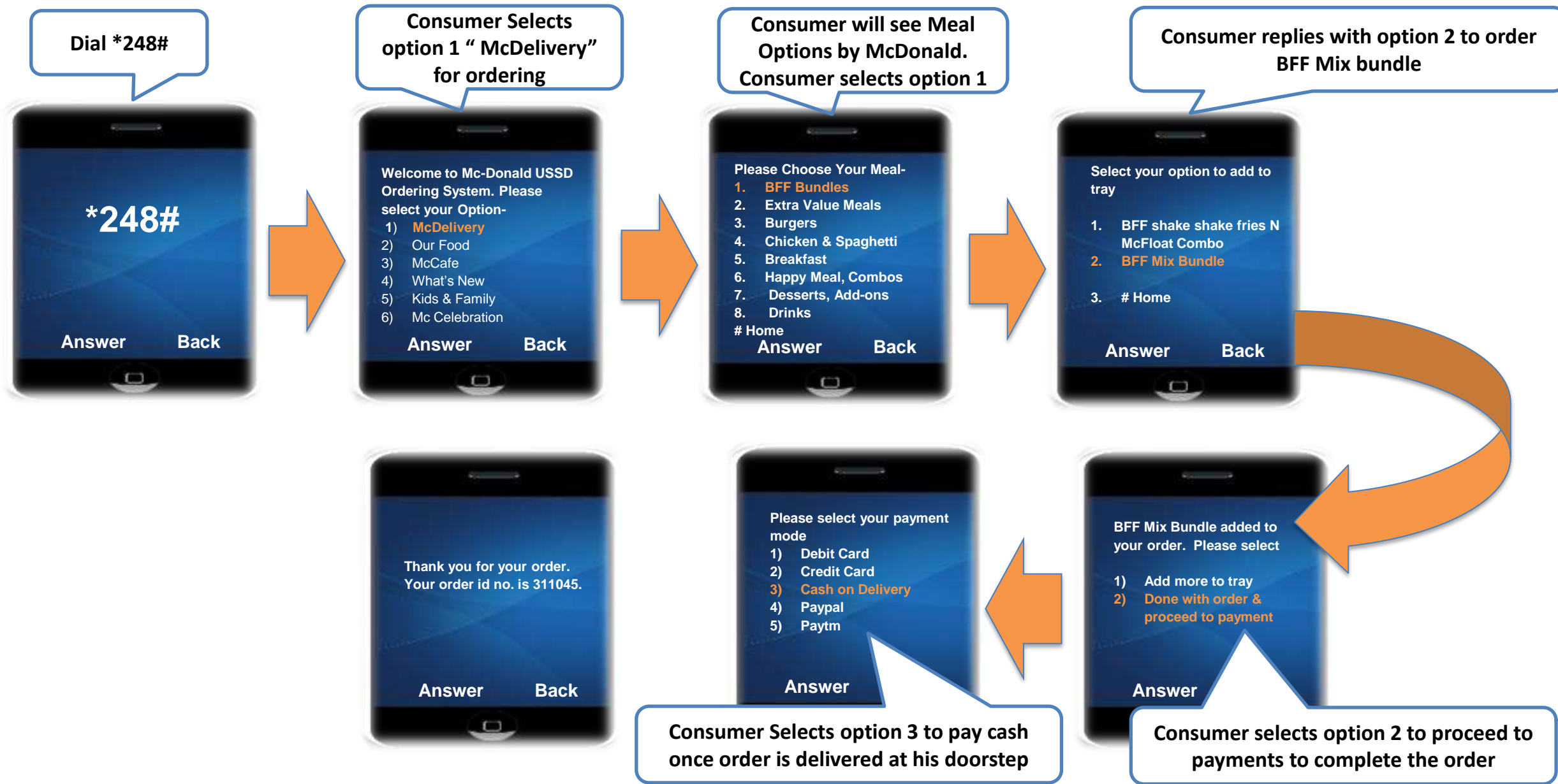
View
Hotel/Restaurants Reviews

6

Access **Contact Details**



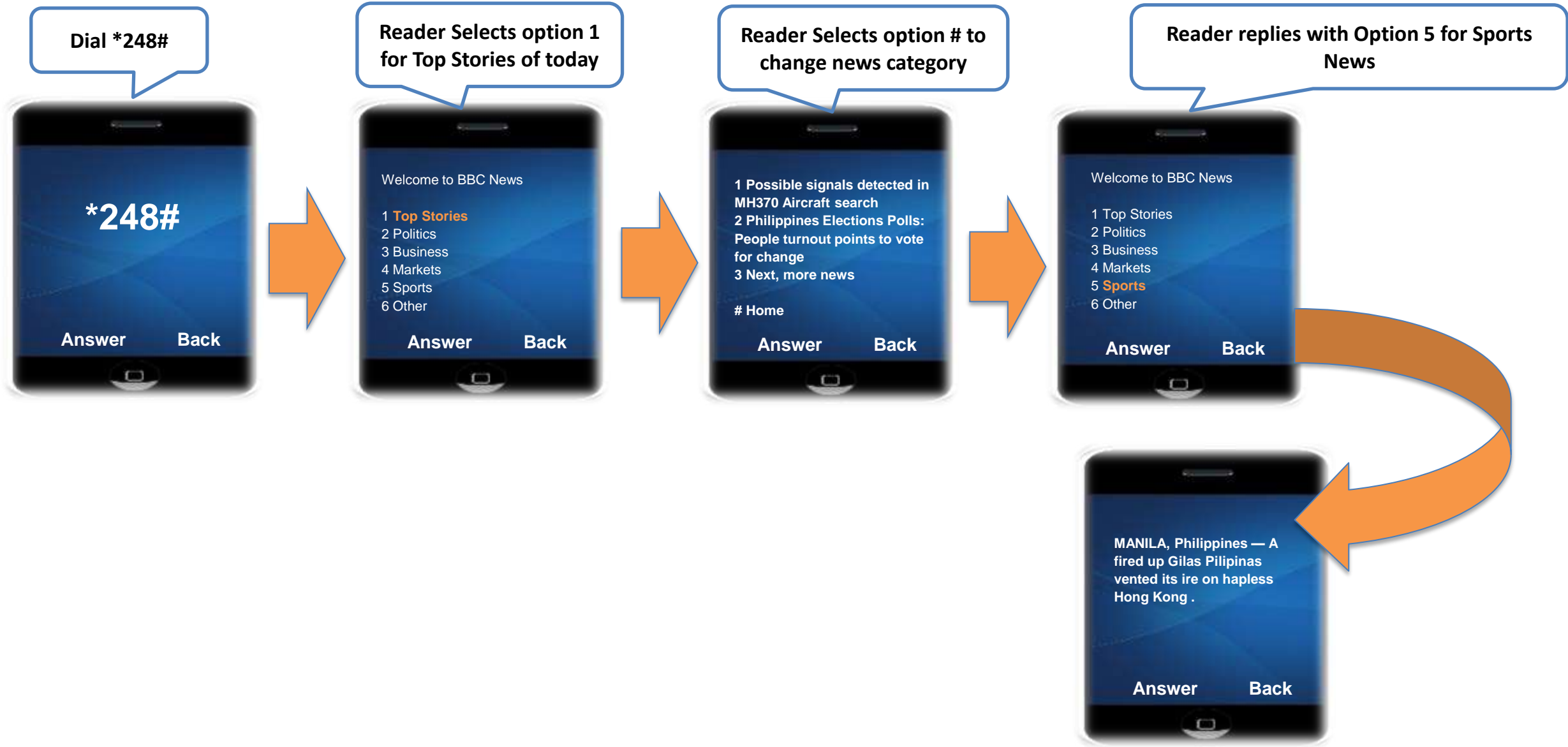
Scenario 1: Order Food from Restaurant via USSD





Regional & International News

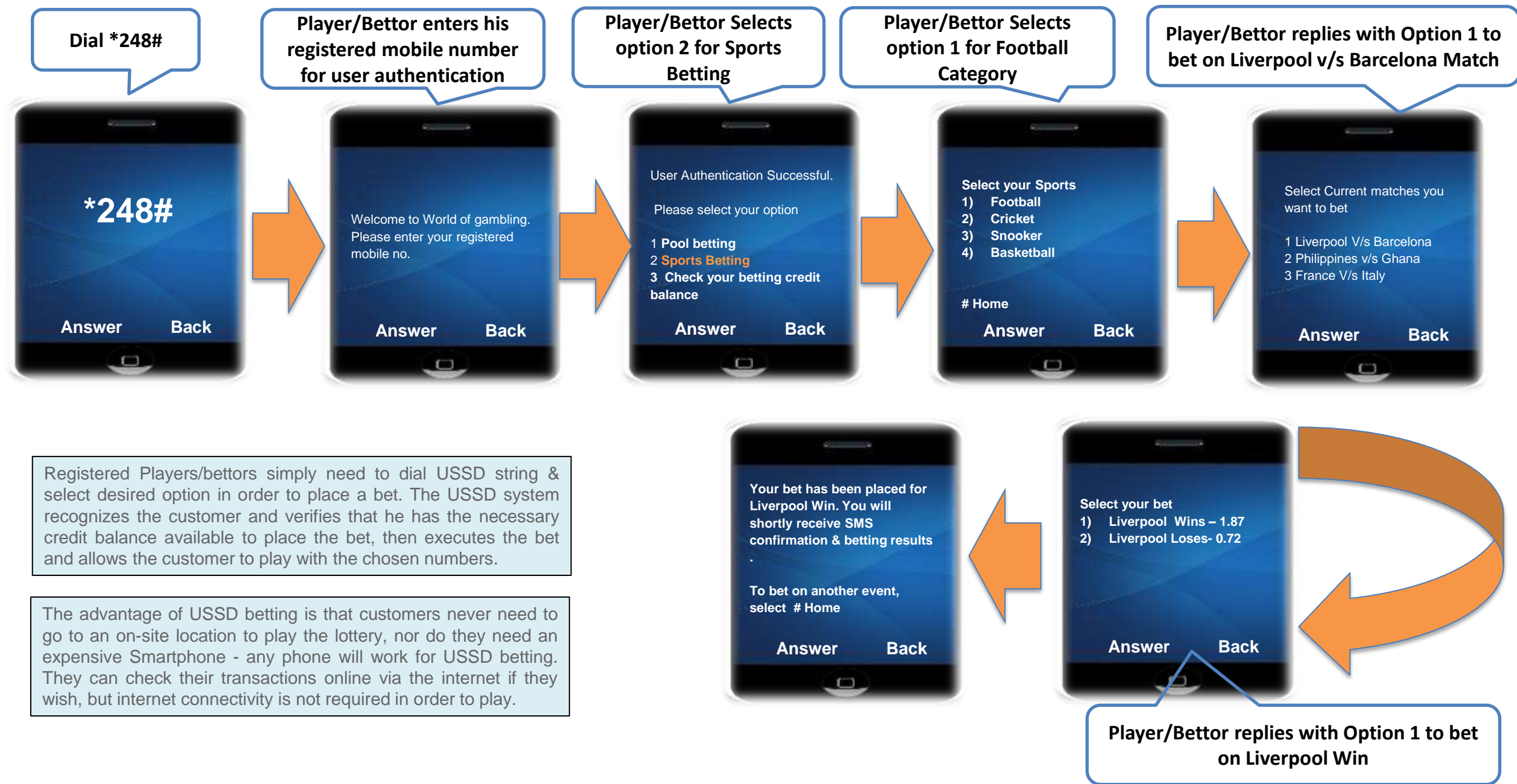
Scenario 1: Regional News Update



USSD Betting System- Pool Betting, Sports Betting, Lottery



Scenario 1: Pool Betting, Sports Betting



Thank You!

BEING HERE,
WITH YOU,
IS THE KEY TO A
SUCCESSFUL
RELATIONSHIP

