

Mobile-based, menu-driven research app

A mobile-based, menu-driven research application offers users the opportunity to survey participants, on their cellphones using USSD menu-driven technology. There is also an instant gratification element, as customers engaging with a particular survey can be rewarded with any product or service from free airtime to discount vouchers.



USSD, or Unstructured Supplementary Service Data, is a real-time GSM (Global System for Mobile Communications) technology that enables mobile users to interact with scripted menus by sending answers to posed questions.

Mobile marketing firm InTarget's recently-released mobile research and survey USSD application can help businesses learn more about their clients using technology that resonates with people.

"USSD is a wonderful tool for research firms and can further enhance the value proposition they offer their clients," says Herman Cremer, InTarget chief officer, South Africa.

Client firms working directly with InTarget or through a research organisation can construct any number of questions to be posed to consumers. These could include questions relating to customer satisfaction, gender, age, location and more. The answers would typically inform customer relationship management strategies thereby ensuring very positive outcomes.

The speed at which the coveted 18 to 35 year old segment interacts with mobile devices means they can answer several basic questions posed by their insurance providers, financial institutions and others in literally less than 60 seconds.

"USSD-based surveys are an excellent addition to the range of offerings available from research firms and we look forward to collaborating with them and their clients," concludes Cremer.