Calypso

Drive revenue through USSD engagements

Engage With Subscribers When They Approach You

Provide Subscribers With Personalised Promotions and Upsells

Get Accurate Reporting of Conversion Rates and Earnings

What is Calypso?

Calypso is a USSD platform with which to engage subscribers—with targeted promotions, upsells, and communications—when they initiate USSD sessions with the network. Consequently, every incoming USSD request presents you with an opportunity to engage with your subscribers.

At the heart of Calypso is its Recommendation Engine; the brain of the system that lets you set the conditions that target offers and communications at subscribers. Intelligently, the engine will only make offers to subscribers who have sufficient balances to purchase the products you offer.

Furthermore, the Recommendation Engine autonomously engages subscribers with personalised offers, which it presents to them when specific subscriber network activities take place, such as airtime recharges and data bundle depletion notifications. These autonomous engagements run continuously, regardless of whether any promotions or upsells are active.

Please your subscribers by providing them with non-obtrusive offers that will drive your revenue.

A smarter way to Engage

USSD is the primary channel which subscribers use to perform self-care activities. Calypso enables you to engage with subscribers when they come to you.
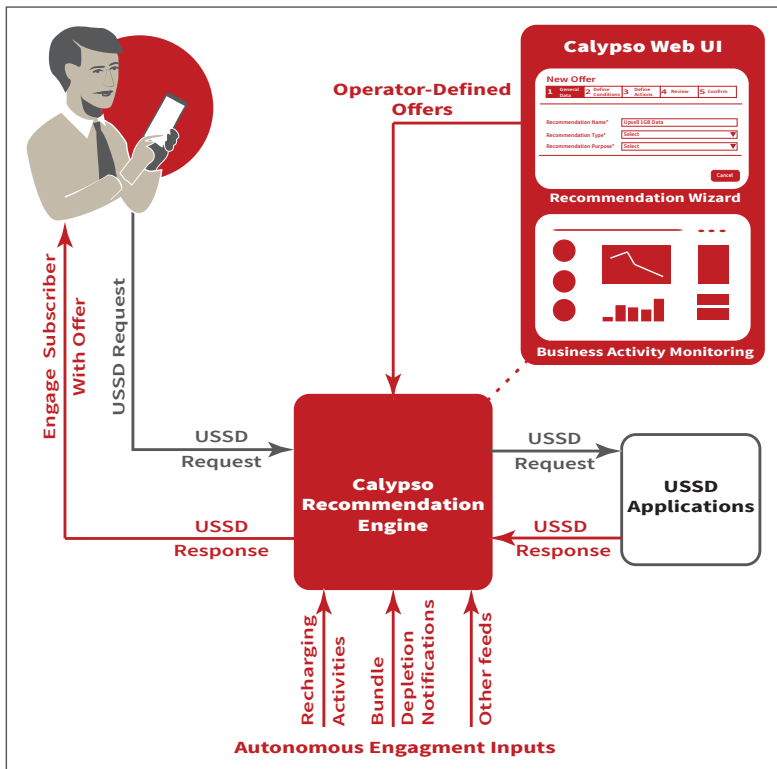
It lets you upsell your own products. In addition, it's also a bulletin board to post network announcements to your entire subscriber base; or communicate personalised subscriber messages.

Unlike using bulk SMS, billboards, TV, and other media to communicate with subscribers, Calypso will provide you with these advantages:

- *A better engagement method*: It engages subscribers without disturbing them. Bulk SMS for example, both disturbs and annoys subscribers, is usually irrelevant to individuals' needs, and consequently, returns low conversions.
- *A better offer exposure method*: It ensures that you *always* present your upsells, announcements, and personal messages to subscribers.
- *Accurate conversion-rate reporting*: It provides you with actual numbers of accepted and declined offers together with the resulting revenue earned from accepted offers.

Key Benefits

- Engages subscribers when you have their attention
- Gives you frequent opportunities to engage with subscribers
- Generates revenue from free USSD self-care interactions

- Drives revenue with personalised offers
- Works with any USSD Gateway and any USSD application
- Provides business personnel with visual knowledge in an intuitive Business Activity Monitoring dashboard
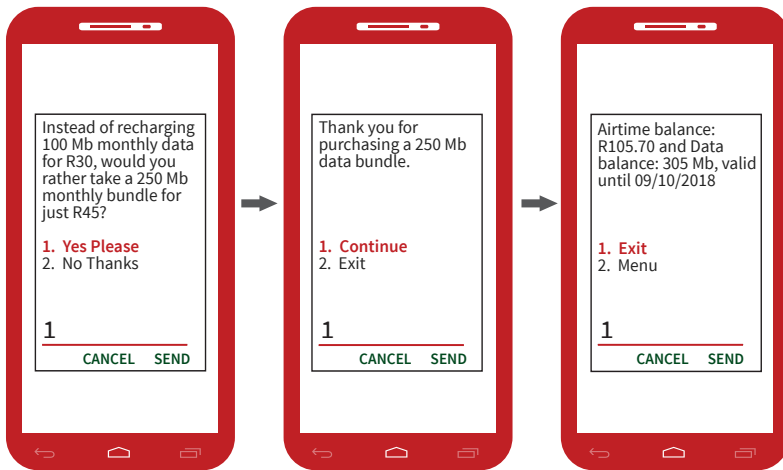
Calypso Product Architecture

**Subscriber Requests Balance Enquiry
And Accepts Calypso Offer**

Instead of recharging 100 Mb monthly data for R30, would you rather take a 250 Mb monthly bundle for just R45? **1. Yes Please** 2. No Thanks	Thank you for purchasing a 250 Mb data bundle. **1. Continue** 2. Exit	Airtime balance: R105.70 and Data balance: 305 Mb, valid until 09/10/2018 **1. Exit** 2. Menu

Calypso Handset Experience

Please get in touch with us to find out more...

Designed for Business

We purposely designed Calypso for use by business people.

- The Recommendation Engine puts you in control of the entire engagement process.
  Use it together with Autonomous Engagement inputs to set wizard-driven rules that trigger either general or targeted communications. For example:
  - Upsell larger data bundles to subscribers who regularly purchase the same bundle sizes.
  - Autonomously, when the network sends "25% remaining" data bundle notifications to subscribers, offer them their usual data bundles.
- The Business Activity Monitoring UI gives you real-time answers to your key business questions, such as:
  - What is the uptake of the new promotion we launched into the market?
  - Which promotions earn the most revenue for the network?
  - Which promotions are not making money?
  - Which types of promotions are the most popular with our subscribers?

Having meaningful information at your fingertips empowers you to provide your subscribers with the most relevant offers; and at the same time, adjust your service offerings to generate maximum revenue for the network.

Our USSD Expertise

For more than 16 years, Pharos has been providing USSD solutions and top-notch support to numerous mobile network operators in Africa, Europe, and the Middle East.

Our USSD products are field-proven in Tier-1 operators, where they provide 99.999% availability and scale easily to the meet the most demanding needs.

Related Products

Pharos has the following other related products in its catalogue:

USSD System VI: A USSD gateway system and complete solution for doing anything and everything USSD.

USSDx: Provides smartphones and tablets users with a USSD app for Android and iOS.

Ziwa: A carrier-grade data lake that serves applications with subscriber profile data.