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Voice sms, a success in Uganda

**afrol News, 1 February** - Uganda's leading mobile provider MTN says it has experienced a significant adoption of Voice SMS in the first three months of the launch of the service. MTN launched Voice SMS service across Uganda, based on pioneering Voice SMS technology from Kirusa.

"MTN Uganda Voice SMS service has seen adoption by over 11 percent of its subscribers within three months of the launch of Voice SMS on their network," Kirusa said in a statement.

According to Kirusa, Voice SMS allows the subscribers to send messages by voice, eliminating the need to type, further stating that it enables the subscribers to communicate faster, with greater ease, and convey emotions as compared to limitations of text messages.

"Use of Voice SMS by mobile subscribers is gaining global relevance for its benefits in surpassing the limitations of text messages," the statement added.

The statement further said users can send messages to other MTN users, as well as to subscribers of other mobile carriers in Uganda. The service is being promoted, and awareness is being created in the subscriber base, using several methods, including USSD, SMS, MTN retail outlets, and radio.

Chief Marketing Officer of MTN Uganda Isaac Nsereko, said the service has been receiving an overwhelming response from the subscribers since its launch three months ago.

"The richness of the Kirusa solution and the support from the Kirusa team has been instrumental in achieving this success," he said.



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