

MTN Uganda launches SMS based phone directory

MTN Uganda has introduced the MTN Phone Directory, a service that will provide access to the contact details of thousands of registered individuals, institutions and businesses in the country.



The SMS based phone directory currently includes a total of over 9,000 contacts comprising of multinational organisations, businesses, traders, media houses to name but a few.

"It is one of the most convenient solutions for customers and businesses alike. While businesses have a requirement to become more discoverable at a low cost, customers can obtain their contact details hassle free." Said Ernst Fonternel, MTN Uganda's chief marketing officer.

"In a fast paced economic environment, where consumers are pressured for time, businesses have to make their companies and brands more discoverable. The MTN Phone Directory will provide marketers a convenient free solution to make themselves findable, while the public would be able to access registered entities contact details at an extremely affordable price. And since the solution is SMS based it is virtually available to everyone to explore as almost all handsets support SMS," Fonternel further explained.

To register a contact or to update any contacts details, individuals and business owners can send an email with the contact name or name of the business, address, phone numbers, email address and website to addme@mtn.co.ug and the information will be included or updated free of charge.

To access businesses contact details customers can simply send the contact name to 191 and the contact details will be sent to their phones instantly for only 220/-.

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