

Contents

Overview.....2

SMS Message Alpha Tags.....2

Mail Merge SMS.....3

Call Back Reports3

Overview

Version 3.7.2 expands on SMS functionality including the ability to use an Alpha tag as a header for your message rather than a randomly generated number allocated by our service provider, another addition is the delivery of call back reports listing messages sent that have not been delivered, this usually occurs when a phone number is unable to be resolved by the SMS service. In this document we once again review the mail merge options for our SMS service as we consider this ability to be a major marketing tool for your business

SMS Message Alpha Tags

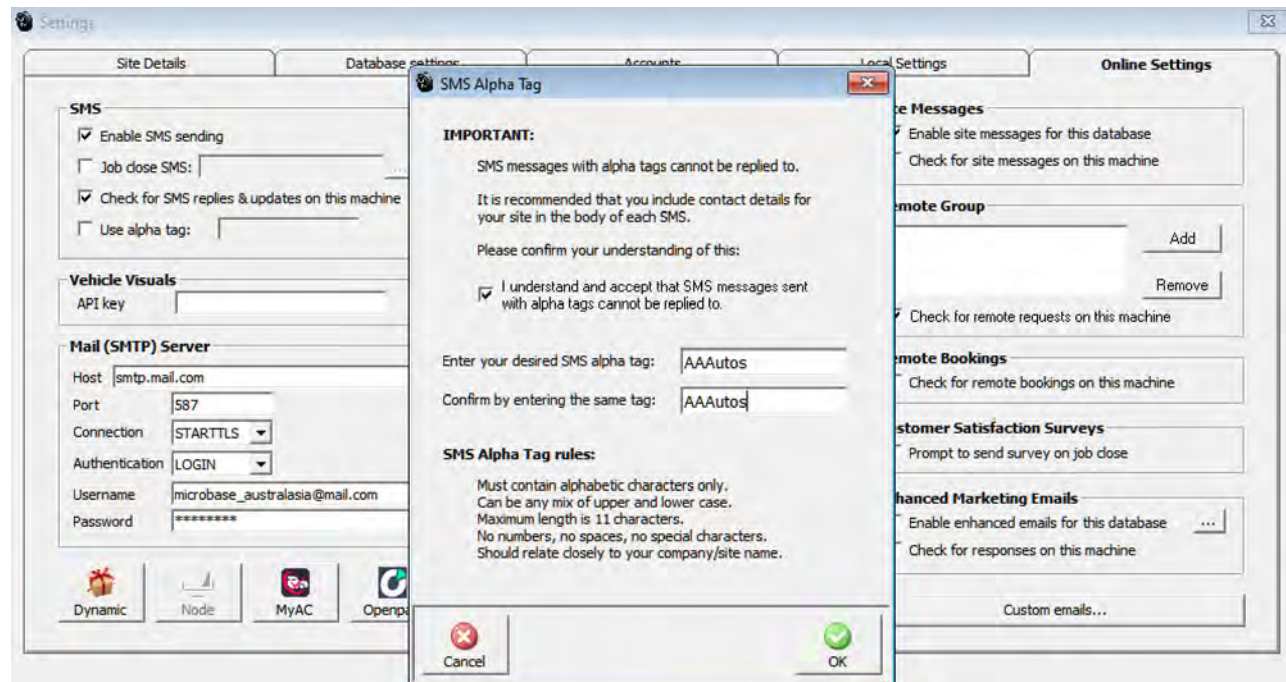
Version 3.7.2 introduces the ability to use an Alpha header for your message, however there are limitations when using this feature that you need to be aware of.

- 1) Using an Alpha tag eliminates the ability for your client to reply via SMS so it is important that you include your contact phone number.
- 2) An Alpha tag is limited to 11 characters without spaces, no numeric or special characters such as hyphens or symbols can be used, this rule is due to the limitations of the SMS network.
- 3) The alpha tag for security purposes has to be screened and authorised for use.
- 4) No delivery of call back reports

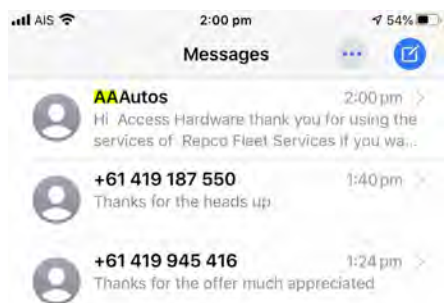
SMS Alpha Tag Setup: Go to File / Site Settings / Online, on the top right-hand side you will see the SMS parameters, select the use alpha tag option a form which **MUST** be completed will display. Agree to the terms and conditions by clicking in the I understand option checkbox.

Next you will need to give some thought to how your tag/header will read, unfortunately spaces are not allowed so you will need to in most cases abbreviate the business name i.e.: AA Automotives becomes AAAutos, you will need to confirm your entry. Please ensure this is the title you wish to use as you can't change the format once it is approved.

Select OK, a message confirming transfer of your authorisation request is displayed. Once approved you will be sent an email, it is important that you close and re-start Automation for the new setting to take effect.



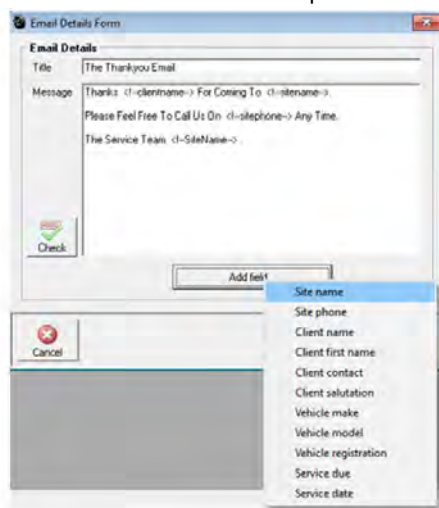
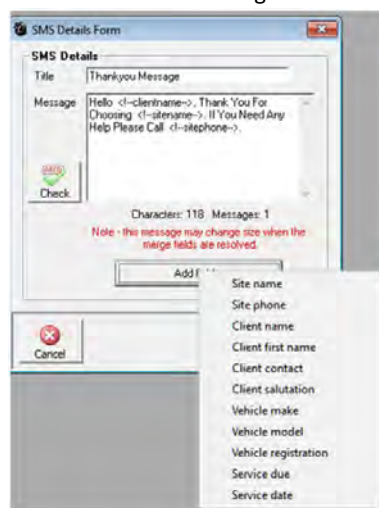
Your client will receive an SMS message with the text you entered as the header, remember there is NO REPLY mechanism so you must include a contact number in the body of the message.



If you wish to disable Alpha tags, simply deselect the option from File / Site Settings / Online > SMS Settings, remember if you wish to start receiving replies the option must be selected before saving the change.

Mail Merge SMS

SMS & Emails: Mail merge has also been extended to both the email and SMS templates available from the lists menu.



Adding Merge Fields: Place your cursor where you wish the merged information to appear in the SMS or email message, next click on the add field option positioned under the message area. Highlight the field you wish to insert into the message and double click on the option, you will see a title enclosed in the lesser / greater than brackets indication where the merged information will appear.

As an example below is a message you can send to clients that are due for a service the text in bold blue has been personalised for each message.

Hi Kathy, this is a reminder from **AA Automotives** that your **CITROEN XANTIA 2.0L 16V EFI 96/00** is due for an **EFI Major Service** on **28/1/20**. Please call **02 8055 3773** to make a booking.

Call Back Reports

If you send a message to a number that can't be resolved by the network you will after a period of time (the SMS gateway will try to send the message multiple times) receive a report displaying the reason why the communication delivery could not be completed. Report format includes the client name and phone number, it is suggested that if you receive one of these reports you edit the client form accordingly ensuring you record the correct phone number.

Note: Sites using the Alpha tags for their messages will be unable to receive these reports.