modulus

mMP

Bulk SMS Manual

Contents

1. Accessing the Web-Based Bulk SMS platform

Below there is information on how to log in to the Bulk SMS web-based user interface, as well as how to create an account on the system, if the users do not already have one.

1.1. Create an Account
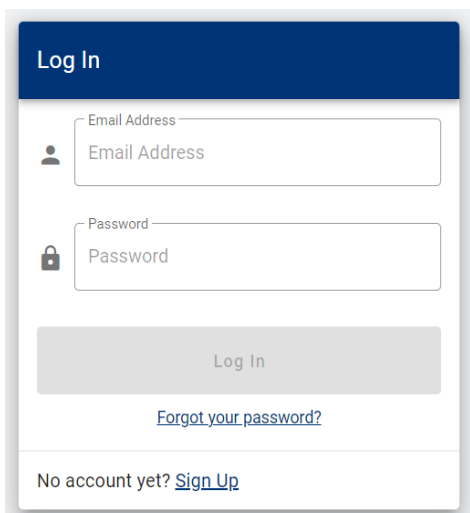
If the user does not have an account yet, they can sign up using the Sign-Up form provided. The user can do that by pressing the "Sign Up" hyperlink included in the phrase "No account yet? Sign up" and fill in all the appropriate fields to create an account.

1.1.1. Logging in
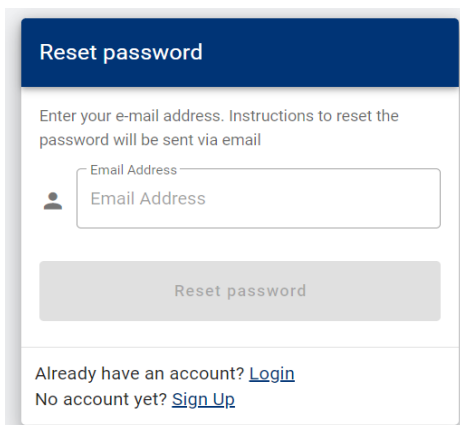
To log in to the application, insert the username and password at the login page, shown below.

1.2. Forgot Password

Additionally, if, for any reason, the user has misplaced or forgotten their account password they can use the Forgot Password link on the Login page, to access the form shown below, where they can request a new password to be sent to them.

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2. Generic Platform

2.1.   Table Set Up

Tables of content are generally a really common element located on different pages, so it's crucial for the user to understand its format. Each of the table's rows are representing a table element. Each of the table's columns represent different fields of the element. On most tables, on the far right column of each row, there is a column called "Actions", representing the different actions that the user can perform on each element. On the bottom of the table, the user can preview the number of elements located on that page, and can change the page by pressing one of the back and forth icons. On the table header, next to the table's title, the user can preview the actions that they can take on the table. On the left side, there are some standard table actions, and on the right side, there are the table's specific actions.

By pressing the "Select Columns to Display", a new pop up window appears, indicating the columns that the user can select, in order to update the displayed columns of the table rows.

By pressing the "Refresh" button, the table will refresh its content by fetching any newly created/updated/deleted elements (rows).

By pressing the "Export" button, a csv file will be downloaded with the content of the table.

By pressing the "Search" button, a new pop up will appear providing to the user the available fields they can search upon.

2.2.   Language Dropdown

At any point of the application, the user can change the displayed language by selecting the desired language by clicking on the language dropdown located on the header of the application. Once they do, the labels of the application change at once providing translated content.

2.3.   Log Out

At any point of the application, if the user is logged in, they can log out by pressing the "Logout" button, located on the side menu of their screen.

Logout

3. Sending SMS

Once the user has logged in, they should see the main menu and the available options, according to the access rights assigned to their account. The main menu screen should be similar to the following.
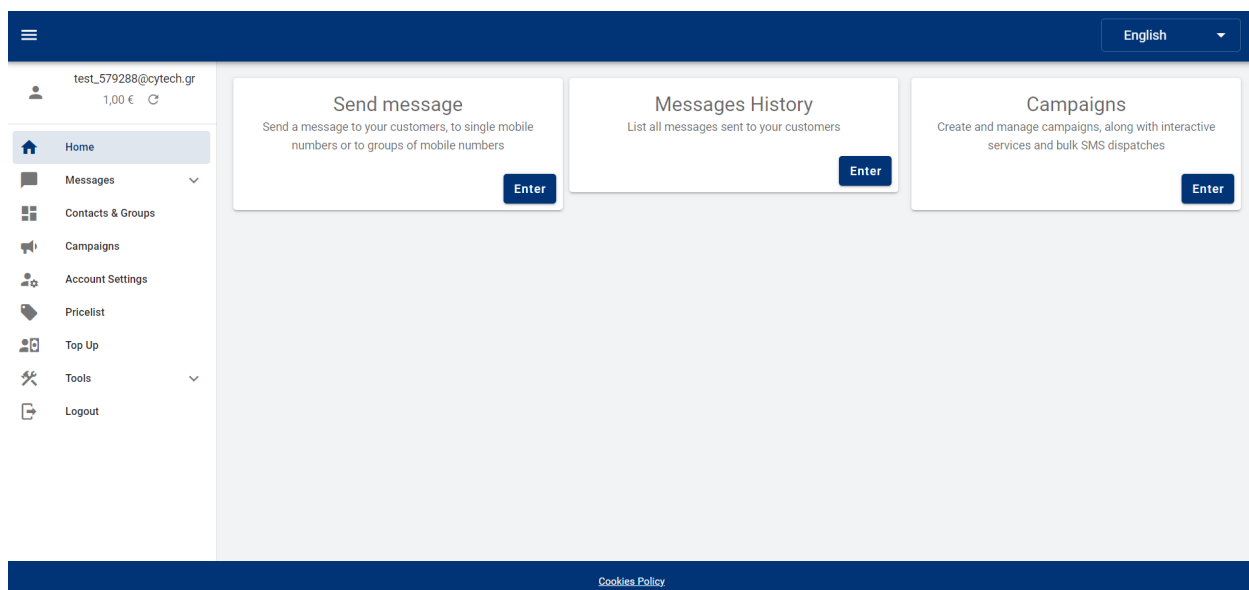
In order to start sending SMS, they have two options:
- Click the **'Send Message'** button available under the "Messages" dropdown located on the side menu.
- or select "**Enter**" on the "Send Message" card, located on the home page screen, as shown in the image above.

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3.1.   Sending SMS Messages

Once the user presses the "Send Message" button, or the "Enter" button on the "Send Message" card, they transfer to the send message page and they see a page like the one below, as shown in the image.

This page allows the user to send SMS messages to specific mobile phone numbers, to groups of recipients that they have created, and to the opted-in campaign subscribers. The fields they need to fill in are the **From, To** and **Text** fields. Below, the user can find more details about how to fill these in, depending on whether they need to send an SMS: i) to a single mobile phone number, ii) to a group of recipients, or iii) to the so-far-opted-in campaign subscribers.

3.2.   Sending an SMS to a single recipient (Single SMS)

In order to send an SMS to individual mobile numbers, select the "Mobile" option, as shown below.

'Originator' field: In this field, thane user can select the originator of their SMS message.

It must contain a value representing one of the following (some of these options might be missing according to your platform installation and user account configuration):

- An international mobile number, consisting of a + followed by the country code and the mobile number.
- 1-11 Latin characters.
- A Short or Long code existing in your installation.
- A Fixed Sender Id from a predefined list of values

'To' field: In the **"To"** field select **Mobile,** in order to select the individual mobile phone numbers that will be the recipients of your SMS message.

The input field requires the mobile number in the international MSISDN format (e.g. +30XXXXXXXXXX) and must be filled in before the user submits their SMS dispatch. As seen in the above, the user has to select the international format on the dropdown field, and then type the rest of the mobile number in the field next to it.

Charset: The SMS text can be written in any language by altering between encodings. The platform supports both the GSM and the UCS-2 encoding. Note: When using UCS-2 encoding the SMS is 70 characters long. For longer messages (up to 160 characters) use GSM which supports Latin (and a few extra) characters.

Characters: **19**
Words: **4**
Messages: **1**

Text field: In this field the user can insert the text that they wish to send. Please note that this text has a limit of 160 characters per SMS for GSM encoding, or 70 characters per SMS for UCS-2 encoding. There is a counter under the text area, which counts the number of typed characters, as well as the number of the SMS to be sent. This helps the user know whether the SMS limit is exceeded or not, based on the chosen encoding.

'When' field: By default, all messages are sent once the user clicks the 'Send' button. However, the Bulk SMS tool supports an additional feature, which lets the user schedule their SMS dispatches for a future time. Simply select 'Scheduled at' and the appropriate date field appears. They can then use the calendar to insert the date and time the dispatch should start.
Once the user has selected the recipient, or group(s) of recipients, and prepared your text, they can simply click the 'Send' button to dispatch your message.

3.3.   Sending an SMS to a Group of recipients (Group SMS)
By clicking on the second icon in the **'To'** field, the user is able to choose one or more groups of contacts as the recipients of the Bulk SMS.
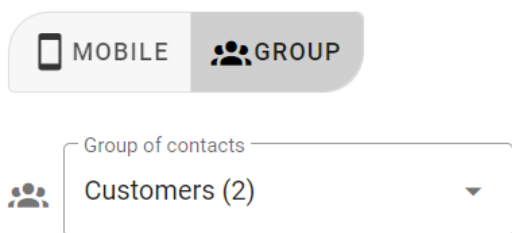
'From' field: In the **From** field, they can select a short code, an alphanumeric value, or an international mobile number as the originator of your SMS message (*some of these options might be missing according to your platform installation and user account configuration*).
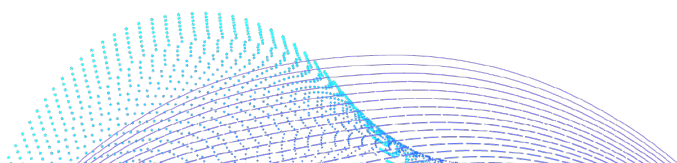
'To' field: In the **To** field select either one of the following:

Group: It is the group of recipients to which they wish to send your message. At the Group SMS tab they can select the group-target from a dropdown selection box, which shows all the groups created by your account.

Campaign: the currently selected campaign. In this case, the message will be dispatched to all the subscribers that have been opted-in to this SMS Campaign (either by sending an SMS in one of the interactive SMS Services of the Campaign or by receiving an SMS from a Bulk SMS Dispatch as part of this Campaign) up until the date and time of dispatch.

Hint: The user can create new groups from their account using the 'Contacts & Groups' option in the main menu, and they can also grant other users access to their groups for sending messages to them. This can be useful if they want to create an 'operator' account for e.g. a secretary in your organization / company, who only has access to send messages to the groups, but no access to create new groups, or view and edit the existing numbers in a group.

The user needs to select the group to be able to submit your SMS message dispatch.

Charset: The SMS text can be written in any language by altering between encodings. The platform supports both the GSM and the UCS-2 encoding. Note: When using UCS-2 encoding the SMS is 70 characters long. For longer messages (up to 160 characters) use GSM which supports Latin (and a few extra) characters.

Text field In this field the user can insert the text that they wish to send. Please note that this text has a limit of 160 characters per SMS for GSM encoding, or 70 characters per SMS for UCS-2 encoding. There is a counter under the text area, which counts the number of typed characters, as well as the number of the SMS to be sent. This helps the user know whether the SMS limit is exceeded or not, based on the chosen encoding.

'When' field: By default, all messages are sent once the user clicks the 'Send' button. However, the Bulk SMS tool supports an additional feature, which lets them schedule their SMS dispatches for a future time. Simply select 'Schedule' and the appropriate date field appears. They can then use the calendar to insert the date and time the dispatch should start.

Once the user has selected the recipient, or group(s) of recipients, and prepared your text, they can simply click the 'Send' button to dispatch your message.

3.4. Send Message to Opted-in users of Campaign

Once the user creates and previews a campaign (for more information see the "Campaigns" manual), the user can send Bulk SMS by pressing the button shown in the image below

If the user clicks this button, a pop up window appears giving the opportunity to the user to send a message like before to a single recipient, or to a group of users, but now they also have the ability to send the sms to the opted-in users by pressing the "Campaign" button as shown below. The rest of the fields remain the same as stated in the chapters above.

3.5.   Send Personalized Message

Once the user has added contacts in a group he is able to send personalized messages to them. When sending a message to a group the user can expand the "Add Personalized Information" panel to view the available fields to use. For example, sending a message to each user with his name would look like the following.

Keep in mind that the calculation of the total number of characters is not accurate due to the fact that the replacement of the personalized placeholders(in this case "${name}") length varies according to the length of the replacement text.

3.6.   Send Instant Message

The platform supports instant messaging. This type of messages is a special type of personalized messages, but the only difference is that the users do not have to be added to a group as contacts. The user uploads a CSV/XLS file containing the information for each user. In the body of the message the user adds a placeholder that will be replaced with the personal details of each user later on.

Then add the placeholders inside the text of the message to be replaced with the information contained in each row of the file.

4. Rich Messages

The platform supports Rich Messages which allows the user to send a message with rich content (e.g. via Viber). This way of sending messages is called OTT. OTT stands for Over-The-Top where a product/service is provided over the Internet bypassing the network providers. For instance, Viber, WhatsApp, Skype, etc. can be referred to as OTT applications.

4.1.   Sending Rich Messages
Once the user is on the Send Message page, they can compose and send rich messages.

At first, in order to compose a message, the fields **to**, **when** and **route** must be defined.

- **To:** It allows the user to select recipients (group of contacts) of the message.
- **When:** It allows the user to select when the message will be sent. They can choose either a date and time in the future or they can choose to send the message right away by selecting "Now".
- **Route:** It allows the user to select the type of the message and whether they want the system to send the message via a fallback type (e.g. Viber with fallback to SMS), if the first one fails.

4.1.1. Example for sending a Viber message with fallback to SMS
In order to send a Viber message, the following fields must be completed:

- **From**: In the 'From' field, the user can select the originator/Sender ID of their Viber message. It must contain the name of your company (as it has been registered with Viber) and it can be up to 20 latin characters and numbers.
- **Text**: Insert the text of their Viber message. It can be up to 1000 characters.
- **Content**: They can optionally upload an image which will be included at the end of your message. The maximum size of the image is 10MB. The types of image which are accepted are: *.jpg, *.png. The image will fit in a square placeholder by the Viber mobile application. It is suggested that the user uses square images to avoid unexpected cropping. This image field will be available only if the viber route is promotional.
- **Button**: The user can also, optionally, insert a button that will appear at the end of their message. If they want to include a button, they must specify the text that will appear on it and the URL that the user will be navigated to upon clicking it. The maximum length of the button text is 30 characters.
- **Expiry**: It allows the user to specify the message expiration time (in minutes). If the message is not delivered to the recipient within the specified time, either because the recipient is not registered on Viber or because their phone is offline, the message will fail and be considered expired.
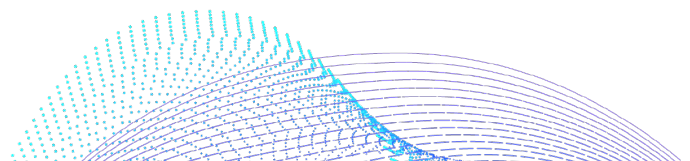
In the above example, if the message fails to be delivered via Viber a fallback SMS will be sent. The form on the right column, as shown in the following image, must be filled in with the details of the fallback SMS:

- **From**: In the 'From' field, the user can select the Sender of their SMS. It must contain a value representing one of the following (the options available to each user depend on their platform installation, the user account configuration and the regulations/ restrictions of the mobile operators in the country they are sending SMS to):
    - An international mobile number, consisting of a + followed by the country code and the mobile number.
    - Up to 11 Latin characters
    - A Short or Long code existing in your installation.
    - A Fixed Sender Id from a predefined list of values
- **Text**: Insert the text of the SMS message the user wants to send
- **Charset**: This selection defines the characters that the user can use in their SMS text and also affects the maximum length of their SMS.
    - Standard (GSM): Supports specific characters and 160 characters per message, or 153 characters per message for long SMS messages. All english characters are supported. Special characters of other alphabets (eg. letters specific to Greek, Cyrillic, Arabic, etc.) are not supported.
    - Complete (UCS-2): Supports all characters (including Greek, Arabic, etc) and can include 70 characters per message, or 67 characters per message for long SMS messages.
- **Expiry**: It allows them to specify the message expiration time (in minutes). If the message is not delivered to the recipient within the specified time frame, either because the recipient mobile number does not exist or it has blocked incoming messages or because their phone is offline, the message will automatically fail and be considered "Expired".

Viber

Originator

Text
Characters: **0**
Words: **0**
Messages: **0**

SMS

Encoding
GSM

Originator

Text
Characters: **0**
Words: **0**
Messages: **0**

5. Messages History – Daily Statistics

5.1.   Messages History
This page contains all the messages sent as part of a Bulk SMS dispatch. The messages are split into Bulk SMS and Single SMS as shown in the picture below.

SENT & SCHEDULED SINGLE SMS   SENT & SCHEDULED BULK SMS

By default, this page will display the single SMS messages history.

5.1.1. Sent & Scheduled Bulk SMS
At the header of the data table, the user can toggle the "Scheduled" button, in order for the table to load the scheduled bulk SMS. On both tables, the information displayed for each message is the following:

Message ID: The message's unique identifier
Date: The date and time the SMS message was sent.
User Id: The id of the user who sent the dispatch.
User Name: The user who sent the dispatch.
Originator: The text / short code that appeared as the sender of the SMS message.
Group/Campaign: The group of recipients or the Campaign's opted in subscribers that the SMS message was sent to.
Cost: The cost of the dispatch.
Purchase Price: The price that the platform reseller paid to purchase the SMS dispatch. In the case of the top-level reseller, this price will be empty.
Status: The detailed Delivery Report Status (DLR) for each message the user has sent via the platform, as reported by the SMS aggregator / Mobile Network Operator through which the message was sent.

5.1.2. Sent & Scheduled Single SMS
At the header of the data table, the user can toggle the "Scheduled" button, in order for the table to load the scheduled single SMS. On both tables, the information displayed for each message is the following:

Message ID: It is a unique Identifier (UUID) for each message, used for exposing the message to customers via API.
Date: The date and time the SMS message was sent.
User ID: The id of the user who sent the message.
User Name: The user who sent the message.
Originator: The text / short code that appeared as the sender of the SMS message.
Mobile: The mobile number that performed the Send Message.
Type Of Message: Which channel was used to send the message, e.g. the message was sent as an SMS or a Viber message.
Gateway: Which route was used to send the message.
Cost: The cost of the dispatch.
Purchase Price: The price that the platform reseller paid to purchase the SMS dispatch. In the case of the top-level reseller, this price will be empty.
Route: The routing class used to route the message
Status: The detailed Delivery Report Status (DLR) for each message the user has sent via the platform, as reported by the SMS aggregator / Mobile Network Operator through which the message was sent.

For messages submitted via a Routing Class that contains fallback, the user can expand each message and see the whole "journey" of the message, until it reaches the recipient or fails permanently.

5.2. Daily Statistics

This page statistics consists of two tables that inform the user about the bulk and the vas activity of the platform.

5.2.1. Bulk Statistics

Each row of the bulk statistics table, consists of a date, and sms column. The date is the date that the user performed the bulk sms.

This table search differs from other tables, because it gives the user the opportunity to search the results based on a date range that the user provides on the pop up window that appears by clicking on the search button on the left side of the table. The user can also search the results based on a user/users id/ids. If the user wants to search the result based on user ids, then they have to fill in the ids that they want to search, separated by ','. For example, if the user writes "4,10,2" user id field of the search pop `up, then the results that will be displayed will concern the users with ids "4", or "10" or "2".

The user can also split the results by status by toggling the button located next to the search button.

5.2.2. VAS Statistics

Each row of the vas statistics table, consists of a date, vas instance id, title, campaign, mccmnc, sms number, mos, and mts. The vas instance id, title and campaign exist in order for the admin to identify the campaign that the specific row of the table refers to. The MCCMNC is a combination of MCC and MNC of the mobile provider of the message. The sms column represents the total number of sms performed at that date. And the mos, and mts columns represent the total number of mobile originated messages, and mobile terminated messages respectively.

This table search differs from other tables, because it gives the user the opportunity to search the results based on a date range that the user provides on the pop up window that appears by clicking on the search button on the left side of the table. The user can also search the results based on a user/users id/ids and based on a vas instant id/ids. If the user wants to search the result based on user ids or vas instances, then they have to fill in the ids that they want to search, separated by ','. For example, if the user writes "4,10,2" user id field of the search pop up, then the results that will be displayed will concern the users with ids "4", or "10" or "2". Same goes for the vas instance ids.

6. Account Balance Top up

The user can select to top up their account's balance, by visiting the respective pages. The user can find a link to navigate to the top up page by going to the side menu and selecting *Top Up*, as shown in the image below.
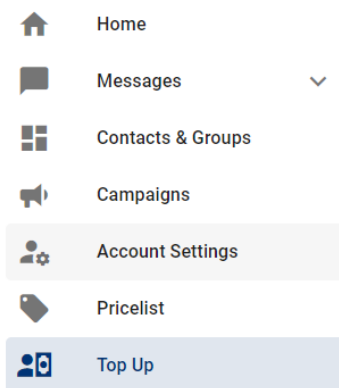
As demonstrated in the image above, this page consists of several steps, explained below.

6.1. Packages

The packages section contains the available packages for purchasing, depending on the currency settings of your user account:

Quantity (CRD)	Amount (EUR) *	Price (EUR) *
10	10	1.000

Amount (EUR) *
10

The packages that they can view and select for purchasing contain:

- **Amount**: The payment amount in your platform installation's real currency.
- **Quantity:** This option only appears if the user is using a virtual currency (e.g. credits) in their platform installation. This is the amount that will be credited to the user, in virtual currency. If their installation supports only real currency, then only the previous Amount field will be displayed, which will be the amount credited to the user after a successful transaction.
- **Price:** This option only appears if they are using a virtual currency (e.g. credits) in their platform installation. This value represents the cost of each virtual credit in your platform installation's real currency, e.g. the cost of 1 virtual credit in Euros, for each package.

6.2. Payment Methods

In this section the user can find the available payment methods for their platform installation, as well as links to their websites for details and instructions.


6.3. Payment

This section allows the user to preview in detail the cost of the top up. This page indicates the Initial cost of the selected package, VAT cost of the selected package and the Total cost of the selected package. By pressing the "Proceed to Checkout" button, the top up will be performed.

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7. Pricelist

The pricelist page allows the user to select a specific country and route, in order to get informed about the cost of an SMS to each of the selected country's mobile providers for the specific route.

In order to select a country to display, click on the selection element and either scroll to the country they would like to see, or type-in the country's name in the filtering field.
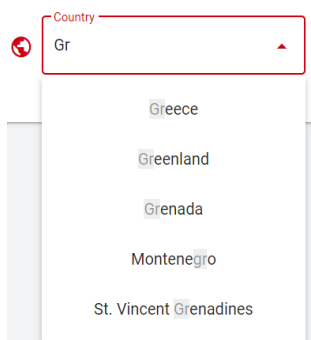
Select a route by selecting the desired route from the dropdown values.

Once a country has been selected, the country's mobile providers are displayed, along with the cost of an SMS to each of them, as can be seen below, where *Greece* and *vibersms* was selected.

Network	Price
COSMOTE	0,01 €
DEFAULT GREECE	0,01 €
Q-TELECOM	0,01 €
VODAFONE	0,01 €
WIND	0,01 €

1 - 5