

# SMS 2 EMAIL

## USER GUIDELINE

### THIS DOCUMENT IS AIMED AT:

Grapevine Affiliate administrators and users who have been provisioned to use SMS Mail.

### FEEDBACK:

Was this document useful? What can we do to make this user guide more useful and informative?

Please email [info@vine.co.za](mailto:info@vine.co.za) with your comments and feedback.

### CONTACT US:



+27 21 702 3333



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### SUPPORT:

Call us on +27 21 702 3333, or email [support@vine.co.za](mailto:support@vine.co.za).

*\*Note, you must be registered with Grapevine to log a support query.*

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# Abbreviations

<b>SMS</b>	Short Message Service
<b>URL</b>	Universal Resource Locator

# Definitions

<b>Affiliate</b>	A Company that is registered with Grapevine and has been provisioned to use one or more of its products or services.
<b>Campaign</b>	In Outlook SMS, a campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.
<b>Portal</b>	A website or web page that the owner positions as an entrance to other sites or pages on the internet.
<b>SMSC</b>	An SMS Centre (SMSC) is responsible for handling the SMS operations of a wireless network. When an SMS message is sent from a mobile phone, it will reach an SMS centre first. The SMS centre then forwards the SMS message towards the destination. An SMS message may need to pass through more than one network entity (e.g. SMSC and SMS gateway) before reaching the destination. The main duty of an SMSC is to route SMS messages and regulate the process. If the recipient is unavailable (for example, when the mobile phone is switched off), the SMSC will store the SMS message. It will forward the SMS message when the recipient is available.

# 1 Introduction

The purpose of this document is to assist Grapevine Affiliate administrators and users who have been provisioned to use SMS 2 Email. This document covers how to send messages via SMS to an email client as well as how to view online reports and statistics related to messages which have been sent.

## 2 General Information

### 2.1 What is SMS 2 Email?

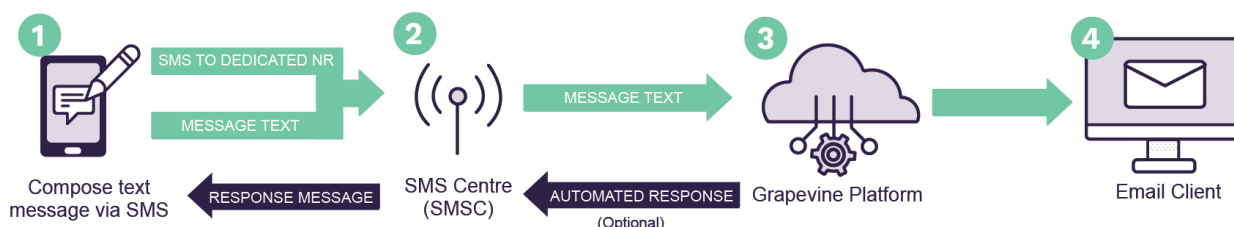
SMS 2 Email is a service which routes incoming SMS messages from customers to an Affiliate's email address. The application allows you to route SMSs to different email addresses depending on the content of the message. In this way you can ensure the right person to deal with the message, depending on the content of the message, receives it directly in their Inbox.

E.g. Messages that contain the keyword 'Unsubscribe' can be routed to the Operations department while messages that contain the phrase 'Pick me' can be routed to the Competition Manager

The service makes it easy for a company to receive, view, sort, reply to, store and archive messages from customers using any email program.

A reply facility can be automated, where for instance, all messages where a customer requests to unsubscribe can automatically be replied to with the text: 'You have been unsubscribed from the Quick Pick Mailing List'.

#### 2.1.1 How does it work?



**Figure 1 – Sending an Email to SMS Message**

1. A customer composes an SMS on his/her mobile phone and the message(s) is sent to a specified short-code or long-code.
2. The message(s) is submitted to a mobile network server.
3. The message is received by Grapevine's server and is converted so that it can be routed to the specified email server.
4. The message(s) is sent to the client's email server.
3. Automated responses (If specified) are sent from the Grapevine Platform.
2. The automated response is received by the mobile network server.
1. The message is received on the mobile phone.

## 2.2 Features

- ✓ Selection of shortcode or long code to which customers must send SMS messages to.
- ✓ Possibility of earning revenue on premium rated shortcodes
- ✓ Conditional routing to different e-mail addresses based on SMS content
- ✓ Standard or conditional (based on SMS content) return messages
- ✓ Configurable subject line of the email message
- ✓ Configurable format of the body of the email message
- ✓ Reporting which allows you to view the status of sent messages and statistics about your campaigns.

## 2.3 Access

In order to be provisioned by Grapevine Interactive to use SMS 2 Email, you need to complete a messaging application form / contract.

In your application to use the service you will need to stipulate the following:

1. The type of shortcode you would like to use:
  - a. **Dedicated shortcode**
    - i. Standard Rated (Standard rate inbound messaging is offered on 5-digit shortcodes. Messages sent to standard rate shortcodes are billed to the subscriber at the standard SMS tariff).
    - ii. Premium Rated (Premium rate inbound messaging is offered on 5-digit shortcodes in twelve number ranges from “32” through to “42”. Each number range corresponds to a rate. Mobile subscribers are billed for every message they send to a premium rate shortcode.)
  - b. **Long code** (Long codes are numbers compatible across all International cellular networks).

**IMPORTANT:** It is possible to run multiple services on one shortcode by using different keywords. The routing of messages as well as automated replies will be dependent on keywords.

2. The email address which messages need to be routed to. If keyword specific, you will need to provide the keyword and email address combinations.
3. The content of automated responses. If keyword specific, you will need to provide the keyword as well as the corresponding reply text.
4. The email address which reports need to be sent to and the frequency of thereof i.e. daily, weekly or monthly.

**NOTE:** Should you not want the reports to be sent to you, you can request access to SMS Inbox where you can view reports any time you like. You will receive an email which will include the following information to access the portal:

1. The **Login URL** to access the SMS 2 Email reports
2. Your **Username** and **Password**
3. Your **Authentication Code**

**Note:** Please email support@vine.co.za if you have forgotten your username or password.

## 2.4 User profiles and permissions

SMS Broadcast has the following functions and permissions for specific user profiles:

PERMISSION	OWN REPORTS (the shortcode / long code which is linked to your profile)	ALL USER REPORTS (all shortcodes / long codes linked to affiliate users)
Affiliate Administrator	Yes	Yes
Affiliate User	Yes	No

*Table 1 – User profiles and permissions*

## 2.5 Adding Users

In order to add a new user, please contact your company's technical contact so that they can provision a new affiliate user on the provisioning system. Alternatively, your company's technical contact may contact Grapevine to add the new user, by sending an email to: [support@vine.co.za](mailto:support@vine.co.za).

\*Note: Only email addresses registered with Grapevine will be able to send emails to [support@vine.co.za](mailto:support@vine.co.za). Should your email bounce, please call +27 21 702 3333.

## 2.6 Delivery Receipts, Replies and Concatenation

The below refers specifically to outbound messages:

All affiliates will receive delivery reports and replies to the email address used when creating the SMS campaign.

If you are sending a campaign to a large number of recipients it is recommended that you use an alternative email address specifically for this purpose as your Inbox may get full very quickly. You can contact Grapevine to disable the email delivery receipts and/or email reply option.

Affiliate messages are automatically truncated but should 160 characters not be sufficient, contact Grapevine to activate concatenation, where the maximum number of characters will be increased to 700.

## 2.7 Accessing the Web Portal

**Step 1:** Open the **Login URL** provided in the provisioning email which you would have received from Grapevine Interactive.

**Step 2:** Enter your Username and Password and click Login.



The screenshot shows the login page for Grapevine Interactive. At the top, there are two logos for 'GRAPEVINE INTERACTIVE' with a grape icon. Below the logos is a purple banner with the text 'MESSAGING SERVICES'. The main content area contains a login form with the following fields and elements:

- Username:** A text input field containing '123@example.co.za'.
- Password:** A password input field with four dots representing masked characters.
- Login:** A button with a mouse cursor pointing to it.

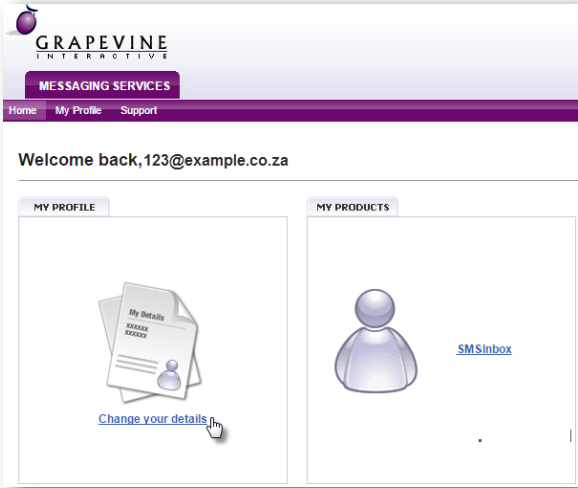
Once you have successfully logged in you will be taken to the SMS 2 Email **Home** page where you have two options available:

1. Change your Details
2. Access SMS Inbox



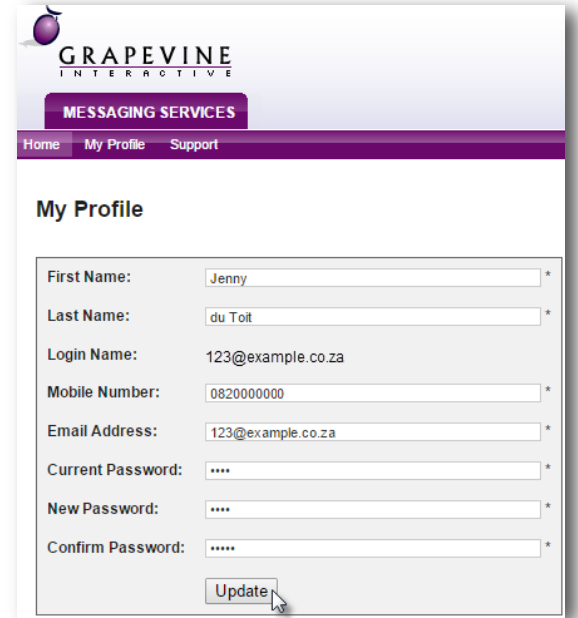
## 2.8 Changing your details

**Step 1:** On the Home page, click Change your details.



**Step 2:** Under **My Profile**, enter your personal details and click **Update** to save your changes.

NOTE: Should you wish to exit the page without saving, simply click the **Back** button on your browser.





## 3 Using the reporting portal

Reports are useful to monitor the success of campaigns and to troubleshoot errors. You can also use them to analyze campaigns by exporting the data. SMS 2 Email allows you to filter data so you can report on specific campaigns, mobile numbers and shortcodes over a specific period of time.

### 3.1 Report types

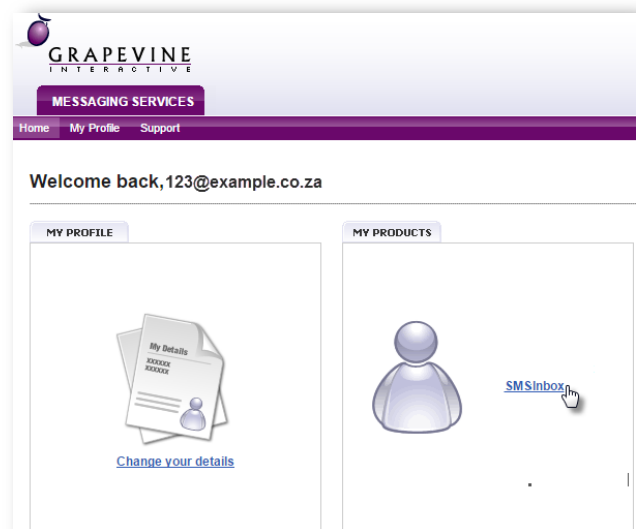
On the SMS 2 Email home page there is one report option available for an **Affiliate User** and **Affiliate Admin**:

REPORT OPTION	DESCRIPTION	COLUMNS
<b>Inbound Message Report</b>	Details of the inbound messages received from the MSISDNs as well as the shortcodes to which they were sent.	<ol style="list-style-type: none"><li>1. <b>Date</b> (Date and time that the inbound message was received)</li><li>2. <b>Shortcode</b> (The number to which the message was sent to)</li><li>3. <b>MSISDN</b> (The mobile number which the message was received from)</li><li>4. <b>Content</b> (The content of the message received)</li></ol>

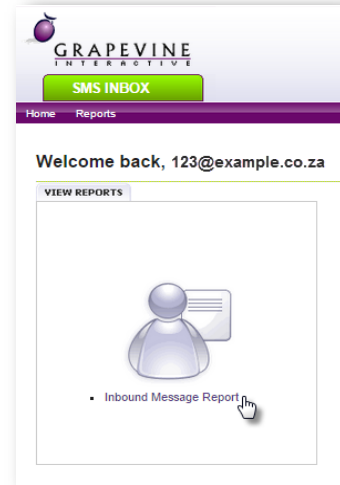
#### 3.1.1 Inbound Messages Report

Use this report to identify all responses received which are linked to a specific short or long code.

**Step 1:** Click SMS Inbox on the SMS 2 Email Home Page.



**Step 2:** Click Inbound Message Report



**Step 3:** Enter your search criteria

Select the Shortcode for which you would like to run the report.

Specify the MSISDN which you would like to run the report for.

Specify the message content for which you would like to generate the report.

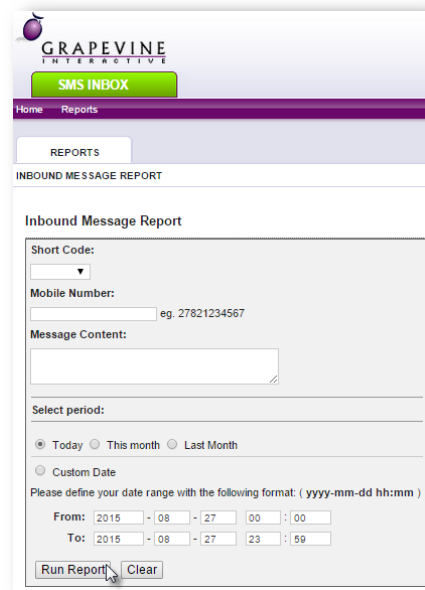
**Step 4:** Select the Period:

*Today,*

*This Month,*

*Last Month , or*

*Custom Date*



NOTE: Should you select **Custom Date**, please specify the **date range**.

**Step 5:** Click Run Report.

#	Current Status Time:	Short Code:	Message:
1	2015-08-27 15:25:39	31001	Unsubscribe
2	2015-08-27 10:32:41	31001	Pick Me

**Step 6:** To export your results click the Excel Icon which will be displayed once you have run the report.

## 4 FAQ's

### 4.1 Under which circumstances would the sent SMS create an error at GVI's server?

This could happen if the sender used a non-standard character in the SMS. In such cases, the SMS stops at our system; it won't be posted to your web server. Error messages will appear in the reports generated by the user.

### 4.2 What are 'standard' characters?

GVI's server accepts the following characters in incoming SMS messages:

space	!	"	#	\$	%	&	'	(	)
*	+	,	-	.	/	0	1	2	3
4	5	6	7	8	9	:	;	<	=
>	?	@	A	B	C	D	E	F	G
H	I	J	K	L	M	N	O	P	Q
R	S	T	U	V	W	X	Y	Z	[
\	]	^	_	`	a	b	c	d	e
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