grapevine™

SMS MAIL

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 with your comments and feedback.

CONTACT US:

+27 21 702 3333

info@vine.co.za

www.grapevinegroup.co.za

SUPPORT:

Call us on +27 21 702 3333, or
email support@vine.co.za.

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

Version: 1.2

CONTENTS

Abbreviations

CSV   Comma Separated Values

SMS   Short Message Service

URL   Universal Resource Locator

Definitions

Affiliate
A Company that is registered with Grapevine and has been provisioned to use one or more of its products or services.

Campaign
In Outlook SMS, a campaign is a collection of messages sent out by an Affiliate to a number of mobile phones.

Portal
A website or web page that the owner positions as an entrance to other sites or pages on the internet.

SMSC
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.

Web application
Any program which runs in a web browser and relies on that web browser to render the application.

1 Introduction

The purpose of this document is to assist Grapevine Affiliate users and administrators who have been provisioned to use SMS Mail. This document covers how to send multiple SMS messages using your email client, as well as how to send an email, using the SMS functionality on your mobile phone.

2 General Information

2.1 What is SMS Mail?

SMS Mail is a messaging solution which allows for two-way messaging between email and SMS users and it allows for replies to messages in either direction. SMS mail can be used with any email client, since there are no installer or compatibility issues.

2.2 How does it work?

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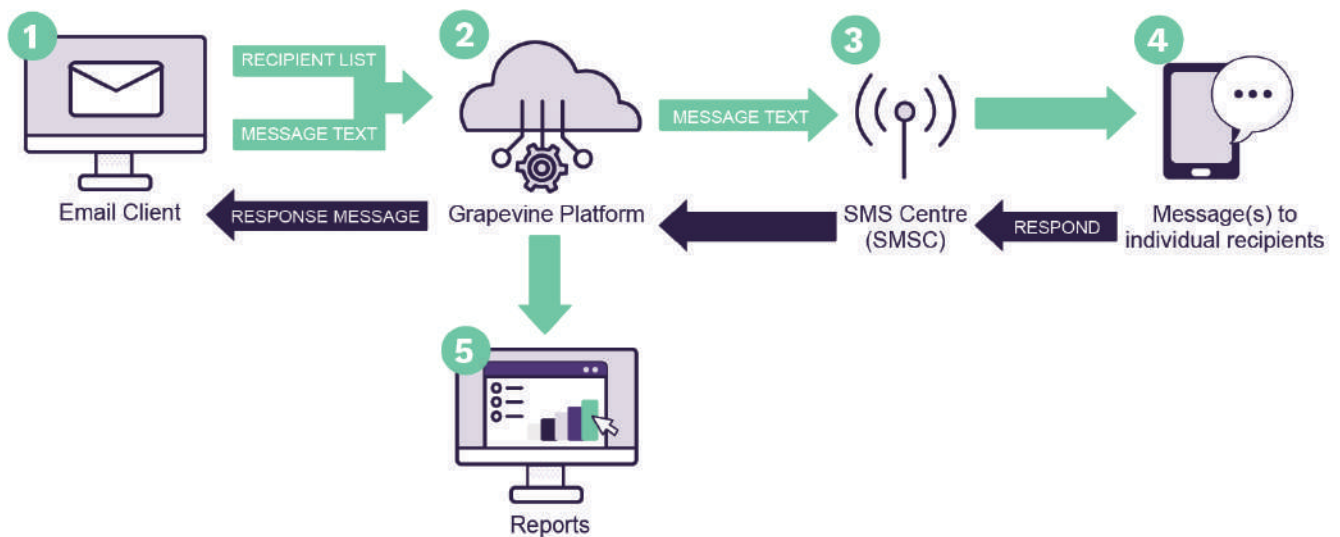
Figure 1 – Sending an Email to SMS Message

1. An Affiliate opens their email client and opens the Outlook SMS dialogue box.
2. The message(s) is sent to the Grapevine Interactive platform.
3. The message(s) is submitted to a mobile network server.
4. The message(s) is routed to individual recipients.
5. Affiliate users can view detailed reports and statistics via the web application.
4. Recipients can respond to the SMS which they received.
3. The message(s) is then submitted back to the mobile network server.
2. The message(s) is sent to the Grapevine Interactive platform.
1. The message(s) is routed back to the email client.

2.2.2 Sending an SMS to Email Message
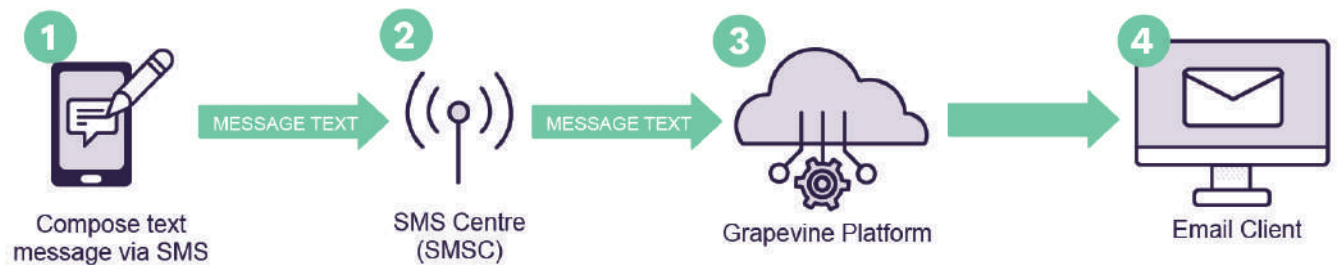
Figure 2 – Sending an SMS to Email Message

1. An Affiliate composes a new SMS and sends the message to a recipient.
2. The message(s) is submitted to a mobile network server.
3. The message(s) is sent to the Grapevine Interactive platform.
4. The message(s) is routed to the email address which was specified in the SMS

2.3 Features

✓ No software installation is required, users have immediate access.

✓ Works with all email clients.

✓ Supported by all South African Networks

✓ Personalized bulk SMSs

✓ Replies to the SMSs are routed to your email inbox.

✓ Generate reports and view your messages via a web-based user interface.

2.4 What do you need in order to get started?

Once you have been provisioned by Grapevine Interactive to use the SMS Mail email interface, you will receive an email which contains the following information:

✓ The various **Network Numbers** (Used for sending SMS to email messages)

✓ Your **Affiliate Code**

✓ The **Login URL** to access the SMS Mail reports

✓ Your **Username** and **Password**

✓ Your **Authentication Code**

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

2.5 User profiles and permissions

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

PERMISSION	SEND BROADCASTS	OWN REPORTS	ALL USER REPORTS	MESSAGE QUERIES
Affiliate Administrator	Yes	Yes	Yes	Yes
Affiliate User	Yes	Yes	No	No

Table 1 – User profiles and permissions

2.6 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.

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

2.7 Delivery Receipts, Replies and Concatenation

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.

Concatenated messages will be billed for each 160-character part by the SMS providers. For example, a 200-character message will require 2 x 160-character parts and will be billed as 2 messages.

3 Sending email to SMS Messages

3.1 Simple Message Submission

Step 1: Open your email client and click **New Email** or **Compose.**

Step 2: In the **To**… field, type the following:
{cellnumber}@sms.vine.co.za

NOTE: The cell number can be in international format (27820000000) or normal format (0820000000) but may not contain any spaces, or any other non-numeric character,

e.g., **27820000000@sms.vine.co.za** OR **0820000000@sms.vine.co.za**
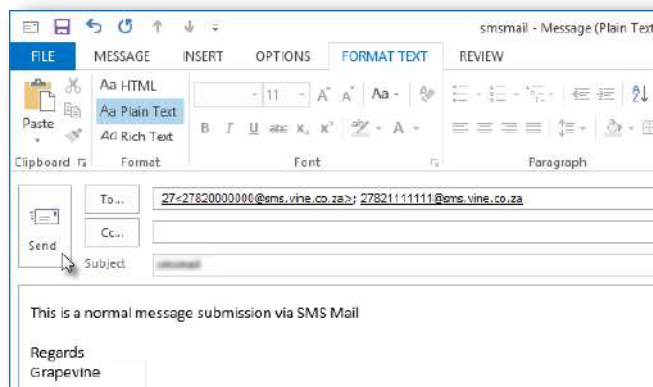
IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to: **{cellnumber}@sms2.vine.co.za**

NOTE: You can enter multiple recipient addresses, separated by commas, However the maximum number of recipients you can add in the to… field is 20.

Step 3: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

Step 4: Make sure that you have selected the **Plain Text** option in your email client.

Step 5: Type your message in the message field.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed. See section 9.4 for more detail.

NOTE: Remove email signatures and disclaimers as these counts towards the number of characters which you are allowed to use.

Step 6: Click **Send**

3.2 One Message, Multiple Recipients

Step 1: Compile a **txt file** which contains the mobile numbers which you would like to send SMSs to.

NOTE:
The cell number can be in international format (27820000000) or normal format (0820000000) but may not contain any spaces. Each number should be on a separate line.
The maximum number of recipients you can add in an attachment is 20 000.
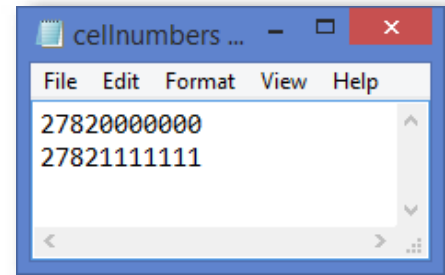
Step 2: Save the file in a location which is convenient to you.

IMPORTANT: The file must be called **cellnumbers.txt**

Step 3: Open your email client and click **New Email** or **Compose.**

Step 4: In the **To**… field, type the following: **sms@sms.vine.co.za**

IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to: **sms@sms2.vine.co.za**

Step 5: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

Step 6: Make sure that you have selected the **Plain Text** option in your email client.

Step 7: Type your message in the message field.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed.

NOTE: Remove email signatures and disclaimers as these counts towards the number of characters which you are allowed to use.

Step 8: Attach the **cellnumbers.txt** file.

Step 9: Click **Send**
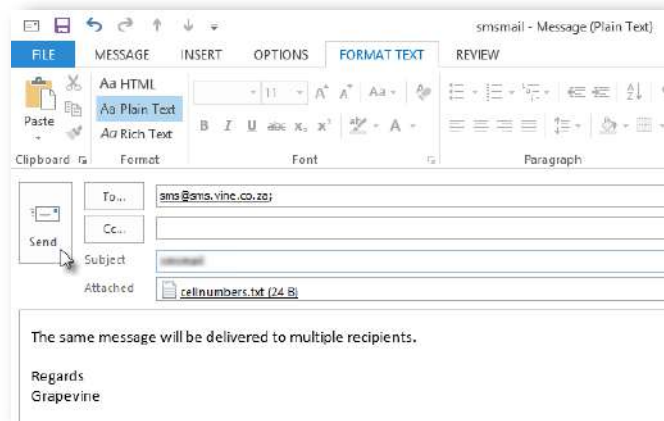
3.3 Multiple Recipients, Multiple Messages

Step 1: Compile a **txt file** which contains the mobile numbers and messages which you would like to send SMSs to.
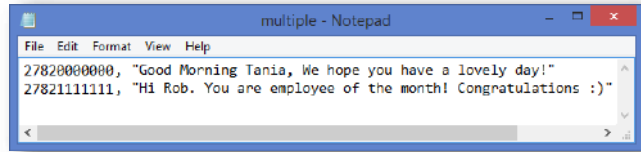
NOTE:
- Each cell number and message combination must be on a separate line.
- Separate the mobile number and the message content with a comma.
- The message text must be typed between double quotes.
- The cell number can be in international format (2780000000) or normal format (0820000000) but may not contain any spaces.
- The maximum number of recipients you can add in an attachment is 20 000.

IMPORTANT: If you have concatenation set, you can have up to 700 characters in the message. If truncated, only 160 characters are allowed. See section 9.4 for more detail.
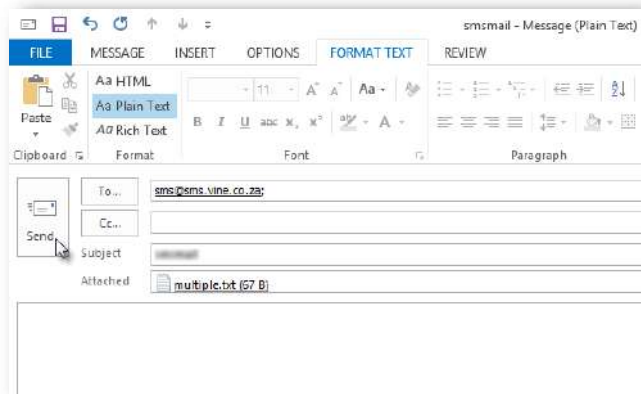
Step 2: Save the file in a location which is convenient to you.

IMPORTANT: The file must be called **multiple.txt**

Step 3: Open your email client and click **New Email** or **Compose.**

Step 4: In the **To**… field, type the following: **sms@sms.vine.co.za**

IMPORTANT: The exception is for affiliates who have elected to have Domain Authentication. These messages are sent to: **sms@sms2.vine.co.za**

Step 5: Type your **Authentication Code** in the **Subject** line of the email (You would have received this code in an email when you were provisioned by Grapevine as an Affiliate).

**Step 6:** Make sure that you have selected the **Plain Text** option in your email client.

NOTE: Leave the body of the email blank, as you will be attaching a file with the cell numbers and messages.

Step 7: Attach your **multiple.txt** file

Step 8: Click **Send**

4 Sending SMS to email Messages

Step 1: On your mobile phone, start a **new SMS message.**

Step 2: In the **To: / Recipient** field type the following:

- ✓ If you have a **Vodacom** account, send the SMS to: **082 007 0043 05**

- ✓ If you have an **MTN** account, send the SMS to: **083 411 4711**

- ✓ If you have a **Cell-C** account, send the SMS to: **084 000 1105 05**

- ✓ If you have a **Telkom Mobile (8ta)** account, send the SMS to: **081 160 0190**

TIP: Save the number to your contacts

Step 3: In the **message body**, type the **email address**, followed by a **space** and then your **message**.

e.g. 123@example.co.za Good Morning Jenny

Step 4: Click **Send**
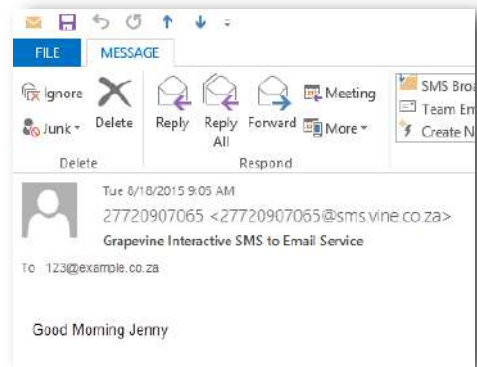
5 Accessing the Web Portal

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**.

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

1. **Change your Details**
2. Access **SMS Mail**

5.1 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.

6 Reports

6.1 Report types

Once you have accessed Outlook SMS there are two report options for an Affiliate User:

- ✓ Statistics Report
- ✓ Messages Report

An additional report is available for an Affiliate Administrator:

- ✓ Affiliate Message Query

REPORT CATEGORY	DESCRIPTION	COLUMNS
1. Statistics Report	Statistical details of the delivery status of messages sent in specific campaigns. Use this report to identify all failed or expired messages.	• **Search range** (Date and time period for which the report has been generated) • Channel Type • **Total created** (Total messages created) • **Total successful** (We received a delivery receipt form the network) • **Total Failed** (We received a failed receipt form the network, or the recipient has chosen to opt out) • **Total expired** (After the 24h validity period, the message has not been able to be delivered) • **Total unconfirmed** (No delivery receipt has been received yet) • **Total batches** (Total number of broadcasts created)
2. Messages Report	Details of the content of the broadcast messages you have sent to each recipient. Use this report to check whether the correct message was compiled to be sent to a recipient and whether the message was sent successfully.	• **Date** (Date and time that the campaign was created) • **Campaign Name** (This field will display your unique campaign number) • **Message ID** (This field will display a unique message number) • **Originator** (The person who sent the email or the username of the person who logged in) • **Recipient** (Mobile number that the message was sent to) • **Channel** (The channel which the message was sent to) • **Status** (The most recent status of the message) • **Message** (Content of the message sent) • **Replies** (Content of the reply received)

| 3. Affiliate Message Query | Details of the content of broadcasts sent to or from a specified email address or cell number.

Use this report to monitor broadcasts sent to or from a specific affiliate or cell number. | **Date** (Date and time that the campaign was created) **Campaign Name** (This field will display your unique campaign number) **Message ID** (This field will display a unique message number) **Originator** (The person who sent the email or the username of the person who logged in) **Recipient** (Mobile number that the message was sent to) **Channel** (The channel which the message was sent to) **Status** (The most recent status of the message) **Message** (content of the message sent) **Replies** (Number of replies received from the recipient) |

Table 2 – Comparative reports table

6.1.1 Statistics Report

Use this report to identify how many customers you've reached successfully in a specific time period, using a specific channel type.

Step 1: Click **SMS Mail** on the SMS Mail **Home Page**.

Step 2: Click **Statistics**

Step 3: Select the _SMS Mail email to SMS_ **service type**

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 5: Click **Run Report** and the search results will display at the bottom of the page.

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

6.1.2 Messages Report

Use this report to view the content of messages as well as any replies which might have been received.

Step 1: Click **SMS Mail** on the SMS Mail **Home Page**.

Step 2: Click **Messages**

Step 3: Select the _SMS Mail email to SMS_ **service type**

Step 4: Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 5: Click **Run Report** and the search results will display at the bottom of the page.

Statistics Report

Select the service type:

SMS Mail Email to SMS Receipt Service ▼

Select period:

○ Today ● This Month ○ Last Month

○ Custom Date

Please define your **custom date** range with the following format: (**yyyy-mm-dd hh:mm**)

From: 2015 - 8 - 18   00 : 00

To: 2015 - 8 - 18   23 : 59

Run Report   Clear

Export to Excel

| You are currently on page 1.

#	Current Status Time:	Message ID:	Originator:	Recipient:	Channel:	Status:	Content:	Reply Count:
1	2015-08-14 10:38:00	51921934179	123@example.co.za	27820000000	sms	Successful	Good Morning	1
2	2015-08-14 10:28:00	89622527886	123@example.co.za	0821111111	sms	Successful	Txt file - normal	0

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

6.1.3 Affiliate Message Query (available to Affiliate Administrators only)

Use this report to view messages sent to or from a specific cell number or email address.

Step 1: When in the reporting section, make sure that you click **Affiliate Message Query**.

Step 2: Enter your **search criteria**

Select if you would like messages **FROM** or **TO** the specified address.

Select the **period** over which you want the report to run (Today, This Month, Last Month OR Custom Date)

Step 3: Click **Run Report** and the search results will display at the bottom of the page.

Step 4: To export your results click the **Excel Icon** which will be displayed once you have run the report.

GRAPEVINE

SMS MAIL

Home

REPORTS

Statistics | Messages | Affiliate Message Query

Affiliate Message Query

Please note: all mandatory fields are marked with *

● Messages sent FROM this Address ○ Messages sent TO this Address

Please use the following format when entering the email address or mobile number you wish to search on:
e.g. myemail@domain.com or 821234567

Address: 123@example.co.za   *

Please define your date range with the following format: (yyyy-mm-dd hh:mm) e.g. 2002-09-01 17:00

From: 2015 - 8 - 14   00   00 *

To: 2015 - 8 - 18   23   59

Run Report   Clear

7 FAQ

7.1 What does it mean when my message is returned with an "AUTHENTICATION FAILURE"?

The Subject line of your email must contain your authentication code only. Check that you typed it correctly, exactly as it was contained in the notification email. Note that the authentication code is case sensitive.

The email address from which you sent the email must also be the correct one that you registered. If you attempt to send a message from some other, unregistered email address, the message will also fail.

7.2 How do I send the same message to more than one recipient?

Type the addresses in the To: line of the email. The cc line is not supported by SMS Mail.

7.3 Can I send an attachment with the email?

No, attachments are ignored by SMS Mail

7.4 Concatenation

Concatenation is an optional service that Grapevine offers on all our messaging systems.

This allows a message with more than 160 characters to be sent out. Messages are broken up into 152-character sections, each submitted separately to the relevant network.

Do keep in mind that we charge for each part of the message that is submitted. This means that even though only one message was created, we will bill for each part that it is broken up into.

E.g. The following message contains 317 characters (remember that spaces and punctuation are also characters). This means, that 3 messages will be submitted to the network, and 3 messages will be billed for, but only ONE message will be received on the recipient's mobile:

Dear Natasha. You are invited to attend a Financial Workshop at our offices on Tuesday the 5th of March 2015 at 10am. The Workshop will cover all procedures followed at ACME, and will include examples from the past 4 financial years. Note that lunch will be served at 12 noon, and the Workshop will end at approx. 3pm

7.5 What do the different Delivery Status results mean?

Delivered

This means we have confirmation from the network (Vodacom, MTN, CellC or 8ta) that the message reached the recipient's handset

Undelivered / Failed / Rejected

This means the network has specifically told us that the message could not be delivered. There are several reasons why this is e.g. SIM card full, invalid number, not on the network anymore but we don't get that level of detail. We just know it has not been delivered

Expired

We can set a validity period for each message. This means that the message must be delivered within that time, or else it gets removed from the SMSC. We set our validity period to be 24 hours on each message. So, if the SMSC could not deliver within 24 hours (let's say the person's phone was off for longer than 24 hours), the message is removed from the SMSC and an expired status is sent back to our system by the network. This is different to an undelivered in that an expired message should have been able to be delivered, but the network just couldn't reach the phone within the 24-hour period.

Pending / Created

This is the status when we have successfully submitted the message to the network and we are still waiting for a delivery receipt.