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# SIMPLE BROADCAST SMS TEXT MESSAGING

Executive Summary 15 May 2020

BNS Group web site [www.bnsgroup.com.au](http://www.bnsgroup.com.au)

This enhancement allows authorised end users and business applications for all of your brand's to generate broadcast messages using a simple text file containing mobile numbers. End users simply use their existing email interface such as Microsoft Outlook without any changes to their desktop software.

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## Business benefits

- *Your customers may have lost employment and their associated email address because of the Covid-19 pandemic.*
- ***As a result your brand's renewal notices (eg: insurance) via email may not reach your customers***
- *Reach your customers now via SMS Text messaging to ensure you offer help to them. Don't wait for renewal time, engage with them now.*
- *Contact staff and contractors*
- *Advise customers of branch operations plus many other uses.*

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# SECTION 1 Executive summary

## 1.1 Pandemic consequences

**A significant number of people have lost their jobs and their work email address.**

Work email addresses are sometimes used for obtaining reminders about renewals of insurance policies and other important matters.

It is important for all businesses to communicate with their customers using their mobiles in addition to email as they generally do not change their mobile numbers. Email is not guaranteed to reach a customer but mobile SMS text messages generally do reach them and they usually read them within 10 minutes.

Customers are concerned about their personal circumstances and need re-assurance about their ability to afford services such as insurance. Broad based TV advertising is evident for some brands but now is the time to do selective SMS broadcasts directly to your customers about how your business can help them.

## 1.2 Simple broadcast SMS messaging platform updates

BNS Group enhanced its msXsms Enterprise Cloud Connector (**on-premises enterprise SMS gateway**) to provide simple broadcasts.

It allows for:

- Authorised end users to perform a simple SMS broadcast using their existing email software such as Microsoft Outlook.
- Business applications and work flow processes can also send simple broadcasts.

## 1.3 Example SMS communications

To remind customers to contact your business with any changes to their preferred method of communications.

Example SMS Message from **Brand-A** to a select list of customers

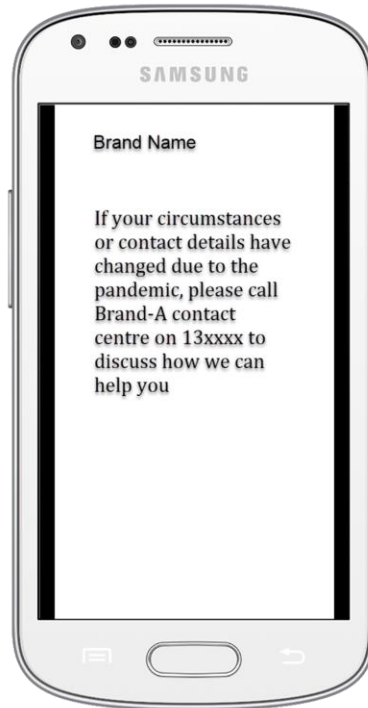


Figure 1 Example SMS message from one of your brands

## 1.4 Opt-in SMS text messaging

A broadcast to customers may be necessary to ensure continuity of cover of the service you offer.

Your CRM system will have the preferred methods of communications and an opt-in for communications via SMS is one of those preferences.

Some customers may have not yet had the opportunity to opt-in for SMS and they may have also lost their job as a result of the Pandemic.

The business may want to reach out to these customers and seek approval for SMS opt-in to ensure that they do not lose revenue.

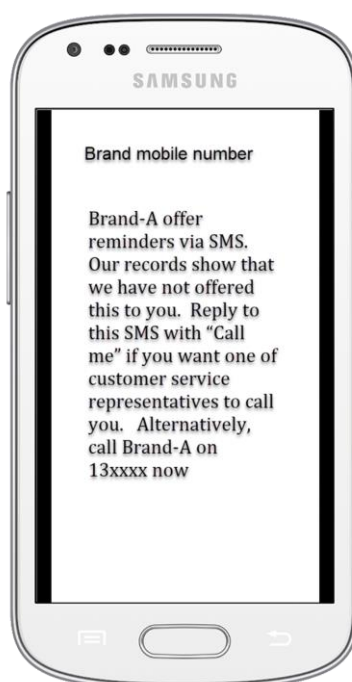
## 1.5 Two-Way SMS text messaging

Your SMS Gateway already has this feature and could be used for two way SMS broadcasts.

With a simple configuration in the SMS Gateway it is possible to route SMS replies from customers to the brand's CRM system via internal email. The CRM system will need to look up the customer's mobile number in the email created by the SMS Gateway.

This will require some work but may be beneficial to the business showing that it is prepared to engage with its customers using two-way SMS.

**For example:**



**Figure 2 example 2 way SMS allowing customer to reply**

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**!** Replies from your customer can be directed to an email address for processing by your CRM work flow.

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**The business may just want a one-way broadcast message sent via SMS requiring customers to call the contact centre if they wish to Opt-in for SMS communications. One way SMS would simply have the brand name at the top rather than a mobile number.**

## 1.6 Enterprise SMS Gateway software version

Software release 1.7.33 Build 328 supports the Simple Broadcast feature.

## 1.7 Enterprise Security & privacy of mobile numbers

**The TXT file list of mobile numbers is NOT sent to an external service provider as a file.** This is important to ensure that your business complies with Australian Privacy Laws.

The SMS gateway within your network does all of the SMS preparation and submits individual SMS messages to a certified SMS messaging centre (SMSC). An example certified SMSC is MessageMedia <https://messagemedia.com/au/>

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**!** Your customer's mobile numbers should never be exposed to an external SMS service provider as a list. **This is why using this on-premises SMS gateway is more secure.**

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Your SMSC is governed by the Telecommunications legislation in your country, they use the mobile number to reach your customer using the telecommunications mobile networks and have legal obligations to only use the mobile number to reach the customer mobile network.

Message transmission over the Internet from your enterprise network to the SMSC is encrypted using Transport Layer Services (TLS version 1.2).

The transmission occurs at high speed from your enterprise network to the SMSC.

Industry standard SMPP over TLS is used to secure the transmission from your network to the SMSC. SMSC is responsible for secure delivery to the destination mobile service provider.

## 1.8 How does a simple broadcast work?

A text file containing a list of mobile numbers is attached to an email by an authorised sender with the SMS message to be transmitted in the email message body.

Whether it is a work flow process or an individual the method is similar using a text file containing the mobile numbers.

The gateway provides support for many brands within your organisation.

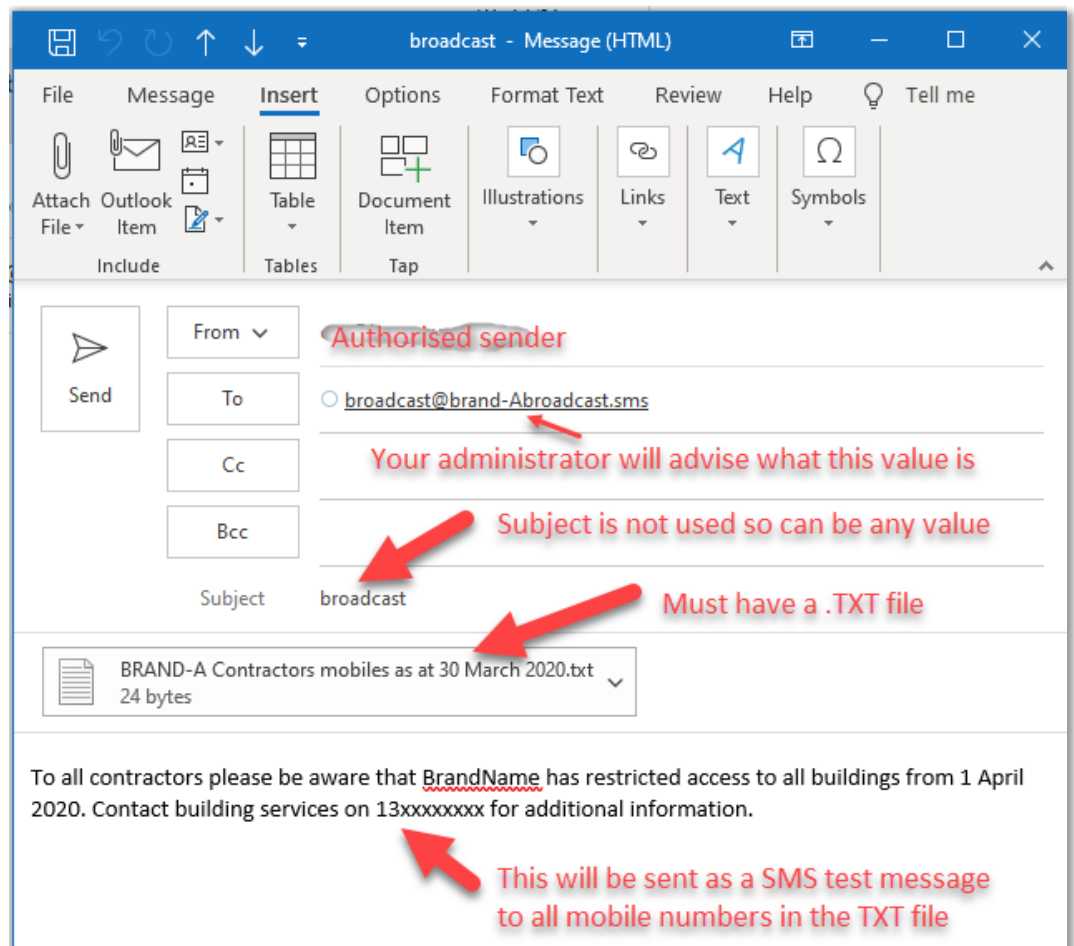


Figure 3 example email to send SMS simple broadcast



### **1.8.1 SMS Gateway permissions**

SMS Gateway administrator provides the necessary settings in the gateway to allow the business application or individual to send a broadcast.

### **1.8.2 Mobile numbers to be used for the broadcast**

This is a plain text file (.TXT) or .CSV file containing a list of mobile numbers. SMS Gateway administrator can provide further information.

### **1.8.3 Communication to the SMS Gateway**

Your email system is used as a secure internal transfer between the user or application and the SMS Gateway. Your SMS Gateway administrator can provide further information.

### **1.8.4 Delivery receipts and analysis**

Simple broadcast allows end users to request a status of their broadcast.

A summary or detail can be obtained showing which messages:

- failed to reach the destination mobile number.
- Successfully submitted to the SMSC
- Were confirmed as delivered to the destination home network for that mobile number.

## SECTION 2 Information Technology Staff

### 2.1 BNS Group web site links

Suncorp Group using this technology since 2009 – [Link](#).

Civil Aviation Safety Authority - [Link](#)

SMS Gateway Product Data sheet – [Link](#)

SMS Gateway Enterprise Features and Benefits – [Link](#)

SMS Gateway Documentation – [Link](#)

### 2.2 Questions

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