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# *User Manual*

Reson8 V2  
Document Version 2.0

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## **History**

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# **1 Overview**

## **1.1 Introduction**

Reson8 Online is a web-based SMS solution that enables organizations to “resonate” their messages with their intended audience (customers/personnel) through mobile alerts, notifications, and relevant marketing material. This is facilitated through the use of our web based portal or by enhancing existing infrastructure and line of business applications using the Reson8 API. Reson8 Online represents an easy and cost-effective SMS solution that enables you to enhance the reach and visibility of your mobile communications with your customers and employees.

## **1.2 Intended Purpose**

This user manual intends to provide you with a comprehensive overview of the features in *Reson8* Online. A detailed description of each feature and its utilization has been outlined enabling you to immediately take advantage of the benefits that *Reson8* Online has to offer you.

## **1.3 Review**

If you have any suggestions that you feel will help us improve this user manual, please email us on [reson8support@ucssolutions.com](mailto:reson8support@ucssolutions.com)

## 2 Getting Started

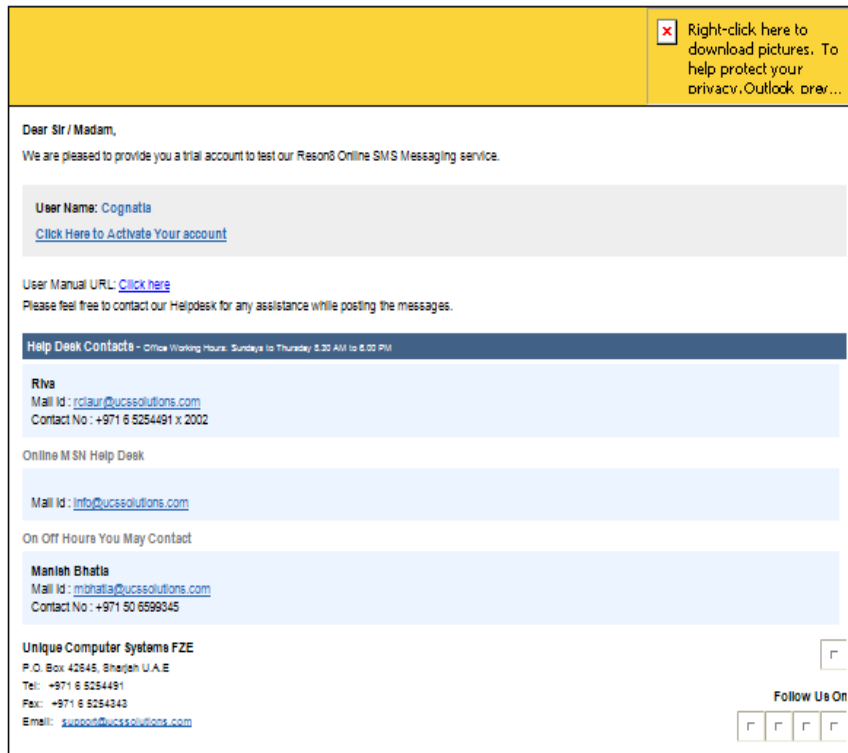
This section will lay down the groundwork necessary to get you started with pushing out SMS messages to your desired audience.

If you're new to Reson8, this user guide will help you familiarize yourself with the user interface and basic functions to access Reson8 Online.

This page will show you how to log in to our web application at <http://www.reson8.ae>

### Note

Access to the Reson8 Web Application is limited to paying customers and those utilizing a Reson8 trial account. You will receive an email notification if you choose to register for a trial account.



For information on how to sign up for a paid or trial account, please contact our Sales department at [info@ucssolutions.com](mailto:info@ucssolutions.com)

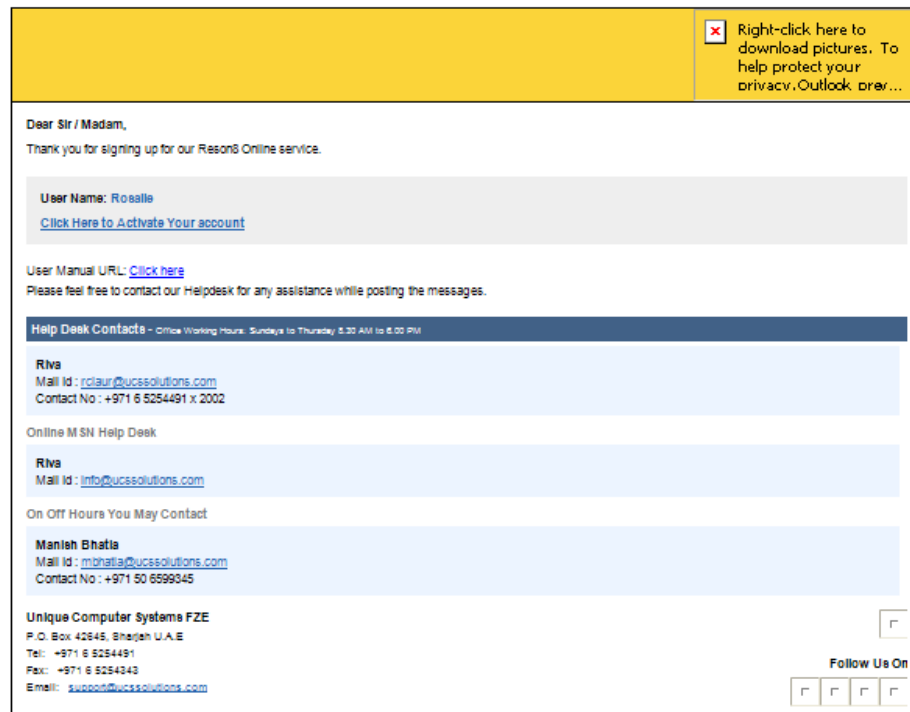
## 2.1 Registration and Login

In order to start using Reson8 Online, you will first need to log-in into your account on the following URL, <http://www.reson8.ae>.

[Bookmark this URL](#) so that you can access Reson8 instantly.

If you do not yet have a login to the Reson8 Dashboard, you will need to create an account or have one created for you. You can do so by registering for a free trial at <http://www.reson8.ae/sms/TrialRequestForm.jsp> or by contacting our Sales department at [info@ucssolutions.com](mailto:info@ucssolutions.com)

Once registered, you will receive an email confirming your new account with details on your user name and how to access Reson8 Online.



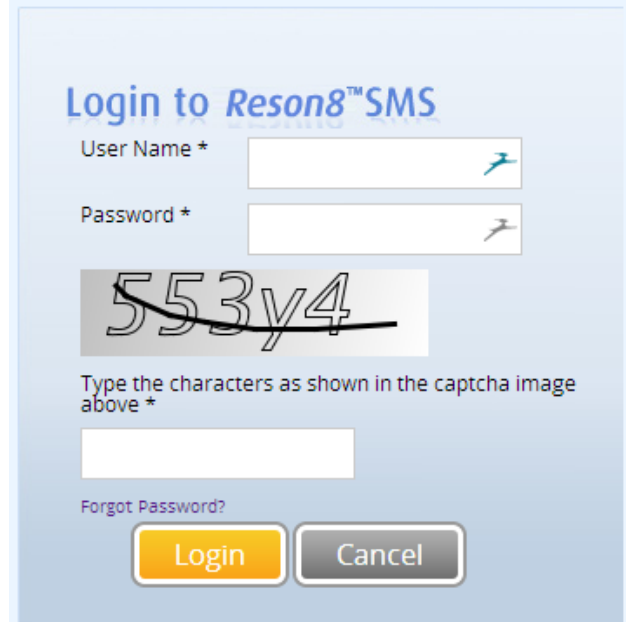
## 2.2 Reson8 Online Login

Your login details are emailed to you on the successful creation of your account.

The login details for your Reson8 Online account will consist of a *username* and *password*. You will be prompted to enter these login details every time you wish to access your account.

If your account remains inactive for 30 minutes, you will automatically be logged out from your account for security purposes.

To login into your Reson8 Online account you need to enter your User Name, password, the values shown in the security image and click **Login**.

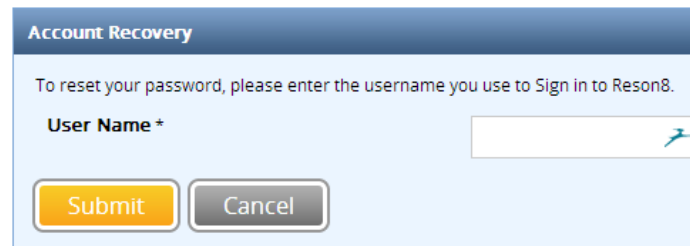


### 2.2.1 Forgotten Password

In the event that you forget your password, it can be reset as follows

Click on the ***Forgot Password?*** link which appears below the log-in screen.

You will then be prompted to enter your existing user name. You can find this in your email when your account was initially registered and created.

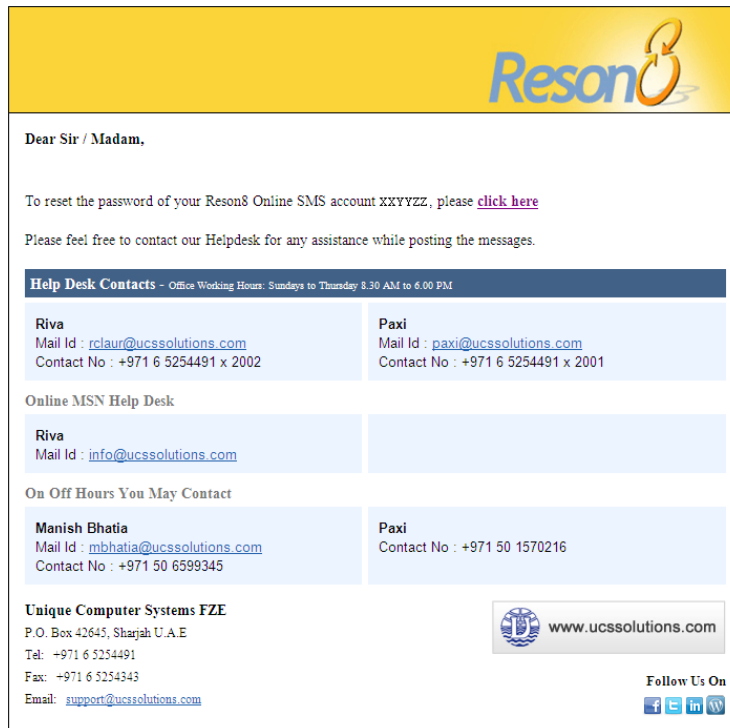


On clicking **Submit**, you will receive an email with an URL through which you can reset your password.

#### Note

The email will be sent to the primary email address that is registered on your account. The email will look as below.





On following the password update link in the email, you will be prompted to change your password and **save** it. You will be able to resume using your *Reson8* Online account once the new password has been confirmed.

**Activate Account**

Password\*

Confirm Password\*

**Save** **Cancel**

### 2.3 *Reson8* Online Dashboard

On successfully logging in into your account, the following dashboard summarizing your account details will appear. The dashboard describes your account information, most recent credit transactions and campaign transactions.

Home Help Logout

Welcome, CCD

Reson8

Address Book SMS Messaging Reports Updates & Tips

Welcome to Reson8

**Send a SMS in 3 simple steps**

① Select A Template ② Create A Message ③ Send To Groups

**Send SMS**

**Updates & Tips** [View All](#) [Refresh](#)

**String Resources**  
A string resource provides text strings for your application with optional text styling...

**Fresh multi-million scam hits UAE victims**  
Fresh multi-million scam hits UAE victims!!!

**Try New Editor**  
Service tax A circular issued by India's Central Board...

**Account Information** [?](#)

Cost Centers	1
Sub Accounts	4
Available Credits	230,574.906 UAE SMS [ AED 230,574.906 ]
Credits used this month	89.400 UAE SMS [ AED 89.400 ]
Last Purchase On	19-04-2015 [ AED 100000.000 ]
Campaigns sent this month	30
Account Status	Active

**Recent Transactions** [?](#) [View All](#) [Refresh](#)

Transaction Type	Beneficiary	Trx Amount	Trx Date
Purchase	CCD	100,000.000	19-04-2015 17:02:45
Purchase	-	-764,562.000	16-04-2015 11:02:32
Purchase	-	-90,000.000	16-04-2015 11:02:15
Campaign by CCD-G...	-	1.000	13-04-2015 10:15:39
Campaign by CCD	-	22.400	13-04-2015 09:38:14
Campaign by CCD	-	3.000	09-04-2015 11:19:31

**Recent Campaigns** [?](#) [View All](#) [Refresh](#)


Campaign	Sent At	Sent	Failed	Total
✓ Twitter	-	0	0	1
✓ Twitter	-	0	0	1
✓ Twitter	19-04-2015 17:32	1	0	1
✓ Twitter	19-04-2015 17:09	1	0	1
✓ Twitter	19-04-2015 17:09	1	0	1
✓ Twitter	19-04-2015 17:09	1	0	1

The **Send SMS** button is your quick access to preparing and sending a new SMS campaign.

Each SMS message (bundle) that you send out will be referred to as a *campaign* on your account. Your campaign details will be summarized in the **Recent Campaigns** section on the dashboard while the credit usage associated with each campaign will be summarized in the **Recent Transactions** section.

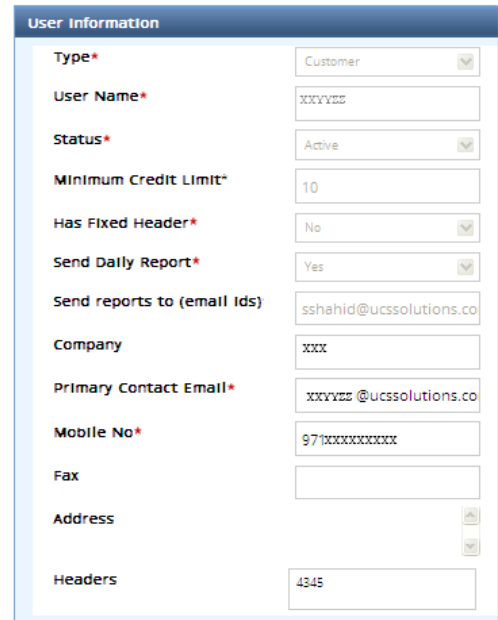
The Reson8 Dashboard menu allows you to navigate the features of Reson8 Online available to your account.

### 2.3.1 Account Details

You can view your account details by clicking on the  icon visible on the top left corner of the dashboard. You can add and/or edit your company name, primary contact email, mobile number, fax and address.

The **primary contact email** will receive all communications pertaining to your account, such as password reset mailers, credit transaction mailers, and low credit alerts.

The **header** is the sender name that will appear on the recipient's mobile device. It is the name under which your recipient(s) will receive your SMS messages. Please contact the UCS Support Team if you require additional headers on your account.

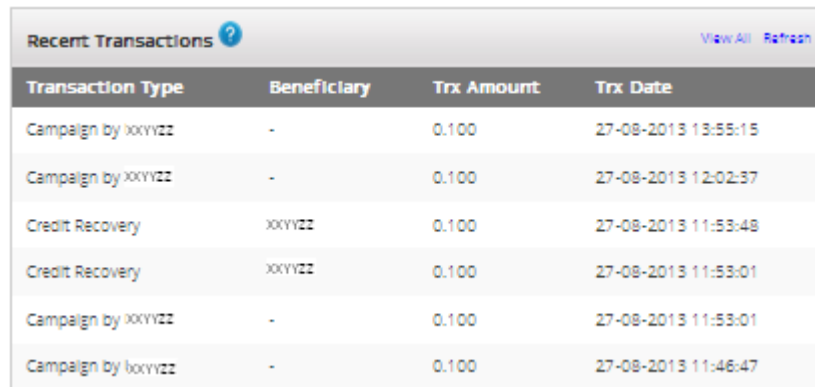



User Information	
Type*	Customer
User Name*	XXYYZZ
Status*	Active
Minimum Credit Limit*	10
Has Fixed Header*	No
Send Daily Report*	Yes
Send reports to (email ids)	sshahid@ucssolutions.co
Company	xxx
Primary Contact Email*	xxyyzz@ucssolutions.co
Mobile No*	971xxxxxxxx
Fax	
Address	
Headers	4345

### 2.3.2 Recent Transactions

On the main Reson8 dashboard, under the **Recent Transactions** section, you will be able to review the credits being used on the account. If the account being used is a customer account or group, then all transactions and campaigns below the account will be shown as well.

The information provides details of credits used in your SMS campaigns, credits refunded to you, credits transferred to your sub-accounts and any credit purchases you carry out.



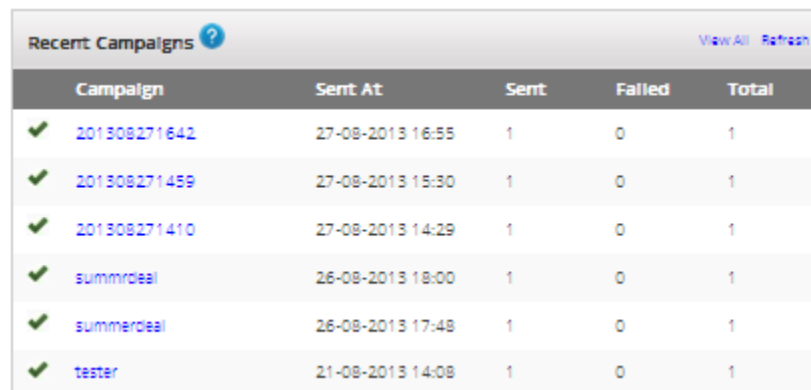
Recent Transactions 			
Transaction Type	Beneficiary	Trx Amount	Trx Date
Campaign by XXYYZZ	-	0.100	27-08-2013 13:55:15
Campaign by XXYYZZ	-	0.100	27-08-2013 12:02:37
Credit Recovery	XXYYZZ	0.100	27-08-2013 11:53:48
Credit Recovery	XXYYZZ	0.100	27-08-2013 11:53:01
Campaign by XXYYZZ	-	0.100	27-08-2013 11:53:01
Campaign by XXYYZZ	-	0.100	27-08-2013 11:46:47

Clicking **View All** will display the Credit Transactions Report where a filtered report for all transactions done may be retrieved.

To refresh the data shown, click the **Refresh** option.

### 2.3.3 Recent Campaigns

When you have scheduled or sent a SMS campaign, you will be able to preview the campaigns details on your dashboard under **Recent Campaigns**. You will be able to see whether the SMS messages were successfully sent and the statistics of the SMS that failed under the **Sent/Failed** columns respectively. For a detailed view of the campaigns, click on **View All**.



Recent Campaigns ?		View All Refresh		
Campaign	Sent At	Sent	Failed	Total
✓ 201308271642	27-08-2013 16:55	1	0	1
✓ 201308271459	27-08-2013 15:30	1	0	1
✓ 201308271410	27-08-2013 14:29	1	0	1
✓ summerdeal	26-08-2013 18:00	1	0	1
✓ summerdeal	26-08-2013 17:48	1	0	1
✓ tester	21-08-2013 14:08	1	0	1

## 2.4 SMS Credits

To start sending your SMS messages, you will need to purchase credits. Please contact the UCS Support Team for credit purchases or go to **My Account > Request Credits**.

### 2.4.1 SMS Credit Charges

The charges for sending SMS messages differs depending on the language (English, Arabic, etc.) in which your message is configured to be sent.

### 2.4.2 English SMS credit charges

A single SMS message created in English, constitutes 160 characters for which 1 SMS credit is deducted. However, if the message length exceeds 160 characters in English, then 1 credit will be taken as 134 characters per message.

- If you send a message of length 160 characters, you will be charged **1** SMS credit.
- If you send a message of length in the range of 161 - 268 characters, you will be charged **2** SMS credits.
- If you send a message of length in the range of 269 - 402 characters, you will be charged **3** SMS credits.
- If you send a message of length in the range of 403 - 536 characters, you will be charged **4** SMS credits.

### 2.4.3 Arabic SMS credit charges

A single SMS message created in a non-English character set comprises 70 characters and 1 SMS credit will be deducted for a message of 70 characters or less. However, if the message length exceeds 70 characters, then the message count will be calculated as 67 characters per message.

- If you send a message of length 70 characters, you will be charged **1** SMS credit.
- If you send a message of length in the range of 71 - 134 characters, you will be charged **2** SMS credits.
- If you send a message of length in the range of 135 - 201 characters, you will be charged **3** SMS credits.
- If you send a message of length in the range of 202 - 268 characters, you will be charged **4** SMS credits.

### 2.4.4 Request Credits

To charge your account with additional credits

- Go to **My Account>Request Credits** on the dashboard menu.

- Once you have entered the value of credits required your email address, review the details and click **Send Request**.
- Your request for credits will then be processed and you should receive an email confirming the addition of new credits.

## 2.4.5 Transfer Credits

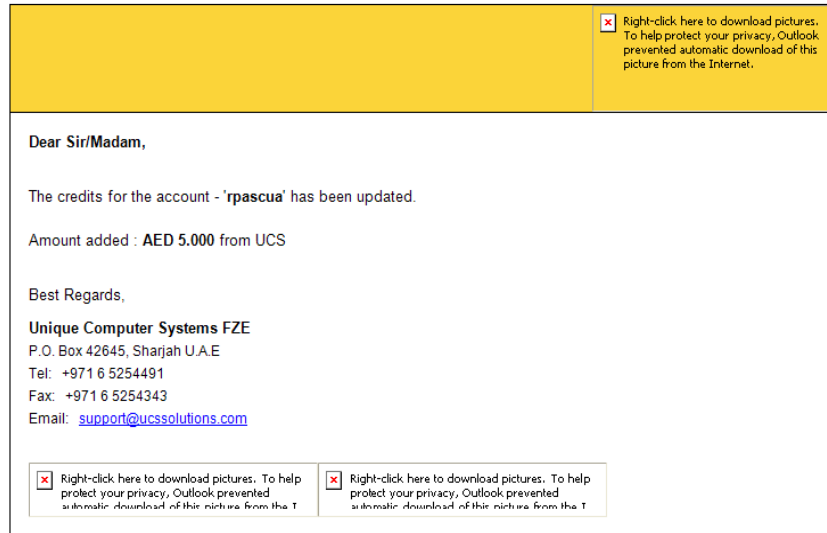
Reson8 Online allows a number of cost-centers and sub-accounts to be affiliated to your parent account.

Cost-centers and sub-accounts can request credits in the same way as the parent account.

However, credits can also be transferred between the parent account and cost-centers, and its associated sub-accounts. Credits cannot be transferred between sub-accounts of different cost-centers.

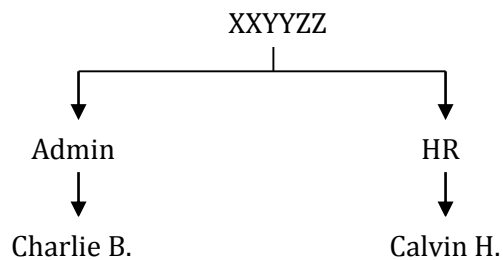
To transfer credits,

- Go to **My Account > Transfer Credits** on the dashboard menu.
- Once you have filled in all the fields, and submit Transfer, the credits should be transferred immediately. This can be confirmed from Recent Transactions on the dashboard and you will also receive an email notification.

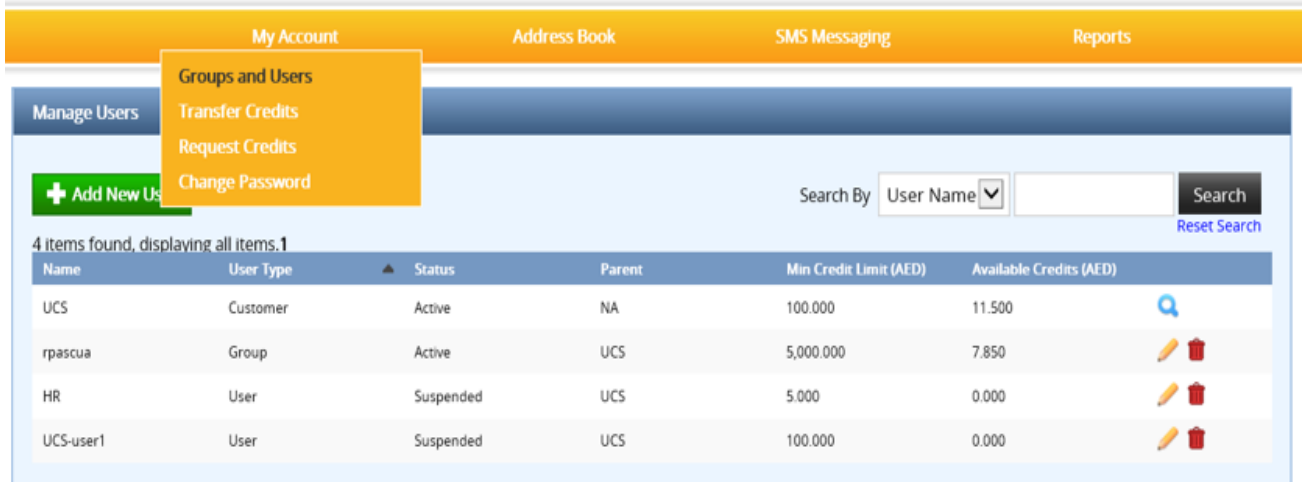


## 2.5 Groups and Users

**Groups and Users**, under **My Account**, enables you to reflect your organizational structure in your account, by giving you the freedom to create groups/cost-centers under which you can affix multiple sub-accounts/users. These cost-centers may represent the various departments in your organization or even the various brands/subsidiaries that you may have.



As an example, corporation XXYYZZ (customer account) has two departments HR and admin, for which they have created two separate groups to distinguish between the two communication channels. Charlie B., who works in Administration, and Calvin H., who works in HR, have been added as respective *users* of the aforementioned *groups*.



In this way, XXYYZZ can effectively organize communications being sent out by its various departments as each group and each authorized user in a department may be provided individual access to a separate Reson8 Online account to send messages from.

To start organizing your Reson8 Online account, go to **My Account > Groups and Users** on the Dashboard menu. You will then be able to view and edit the details of all your existing groups and users.

### 2.5.1 Creating Groups/Users

To create a new group/user

- Go to **My Account > Groups and Users** on the dashboard menu
- Click on **Add New User** to start organizing your Reson8 Online account. You will be prompted to enter the details of your required user/group account in the following dialog box
- Using the **Type** field you can indicate if the new account will be a group or a user account
- The **Parent Account** of a group will always be your customer account whereas the parent account of a user will be its respective cost-center/group to which it belongs. **Note:** The maximum number of group or user accounts that can be created are defined at the time of creating a parent account. If additional accounts are needed, please contact Reson8 Support.
- The **Header** refers to the sender name that the recipient will see on receipt of SMS messages from the respective group/user.

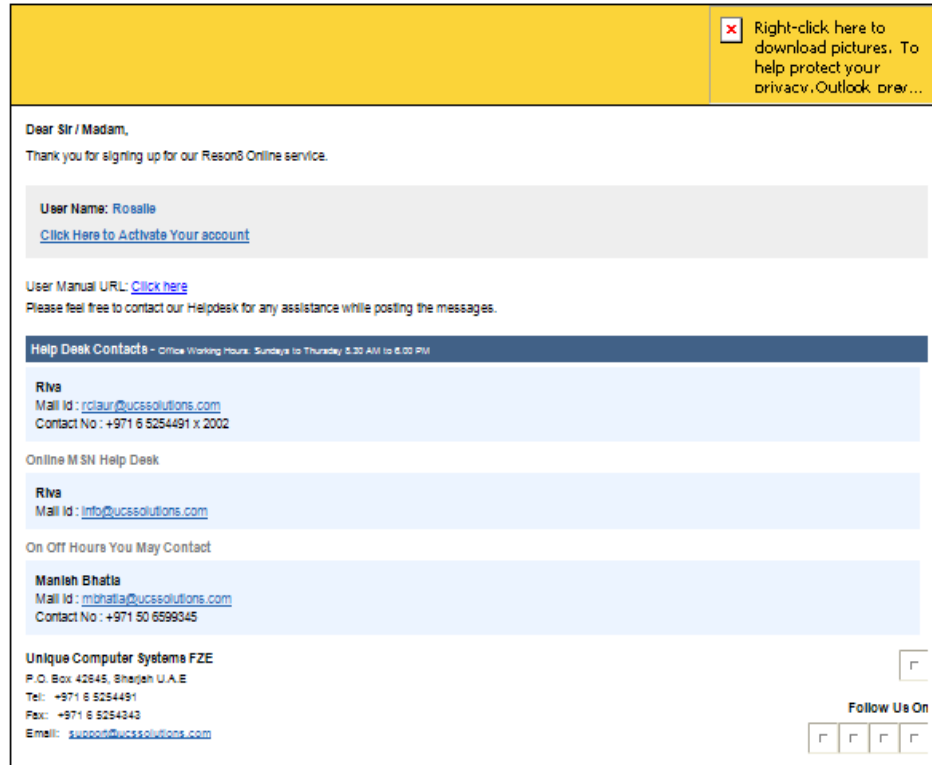


The screenshot shows a web form titled "Add New User". The form is organized into a list of fields on the left and their corresponding input controls on the right. The fields and their controls are:
 

- Type\***: A dropdown menu with "-- Select User Type --" as the placeholder.
- Parent Account\***: A dropdown menu with "-- Select Parent --" as the placeholder.
- User Name\***: A standard text input field.
- Status\***: A dropdown menu with "-- Select Statu" as the placeholder.
- Minimum Credit Limit\***: A text input field with a small blue question mark icon to its right.
- Has Fixed Header\***: A dropdown menu with "-- Select --" as the placeholder.
- Send Daily Report\***: A dropdown menu with "-- Select --" as the placeholder.
- Send reports to (email ids)\***: A text input field with a small blue question mark icon to its right.
- Company**: A text input field.
- Primary Contact Email\***: A text input field with a small blue question mark icon to its right.
- Mobile No\***: A text input field.
- Fax**: A text input field.
- Address**: A larger text area with a vertical scrollbar on the right side.

 At the bottom of the form, there are two buttons: a yellow "Save" button and a grey "Cancel" button.

- The **User Name** will serve as the identity of the group/user as well as being the login ID of the user.
- The **Status** of the new group/user can be either one of *Active, Blacklisted, Cancel, Suspended, Trial*. If the need arises, the status of the group/user accounts can be edited to bar a group/user from sending out any SMS messages temporarily.
- The **Minimum Credit Limit** indicates the minimum threshold limit at which a low credit reminder will be sent to the parent account on the primary contact email address.
- **Has Fixed Header** indicates that the user account can only use the header assigned to the account
- **Send Daily Report** indicates if a daily report should be sent to the user for all the campaigns done on the previous day. The assigned email addresses to which the report will be sent can be added with comma separation in **Send reports to (email IDs)**.
- **Primary Contact Email** and **Mobile No** needs to be filled with the primary contact email address for the user account being created
- Once you have completed all the required fields, click on **Save**.
- An account opening activation email will be sent to the user on the primary contact email address entered. Through this email, the user will be able to create a new password for the new group/user created and start using it to log into the Reson8 dashboard.



You can now create several group/user accounts wherein each account will be able to run SMS campaigns relevant to its nature. In this way, you will be able to streamline your SMS campaigns and their target audiences.

## 2.5.2 Change Password

The Change Password option under My Account can be used by the active user to change the access password for the account.

The user needs to enter the current password and then the new password and confirm it to update to the new password.

## 2.6 Address Book

*Reson8* Online provides an address book to create and recipient contacts and groups. The Address Book saves you the time and effort of having to manually input the contact details of your audience when you are running your SMS campaigns.

The address book follows a **bottom-up** hierarchical structure. This means that all the contacts saved within the user accounts will automatically appear in the address book of the group that it is associated with. These in turn will automatically appear within your customer account.


## Note

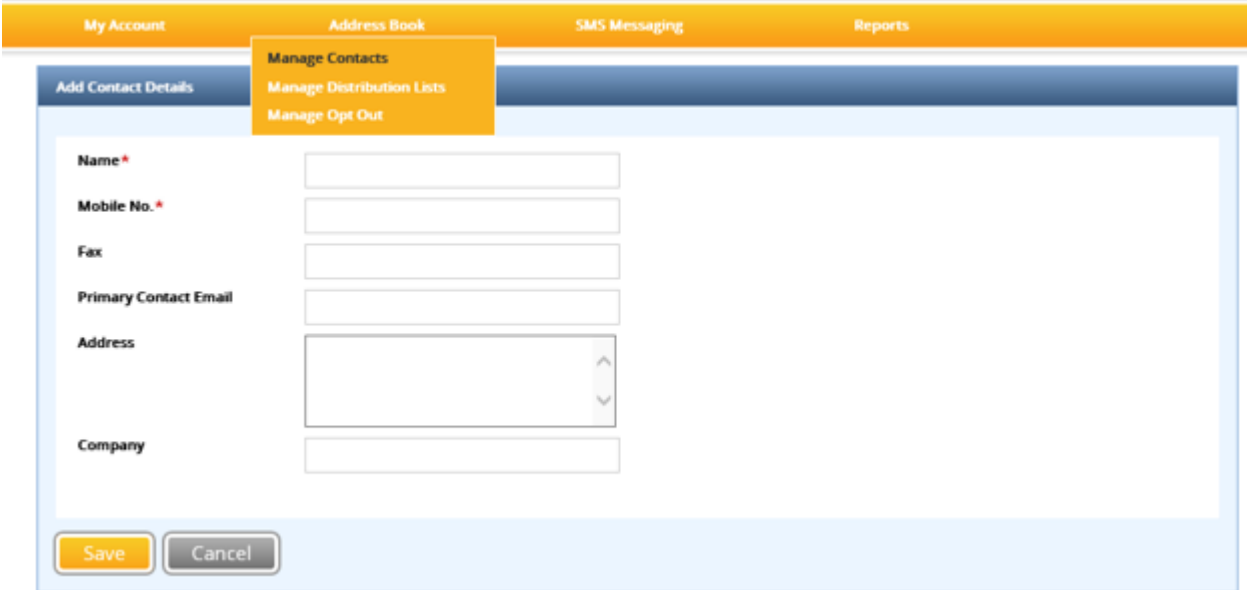
Contacts added in a parent account will not appear in the group or sub user accounts.

### 2.6.1 Managing Individual Contacts

#### Adding Contacts

To start adding contacts into your address book,

- Go to **Address Book > Manage Contacts** on the dashboard menu.
- Click on the  button to add a new contact to your address book.





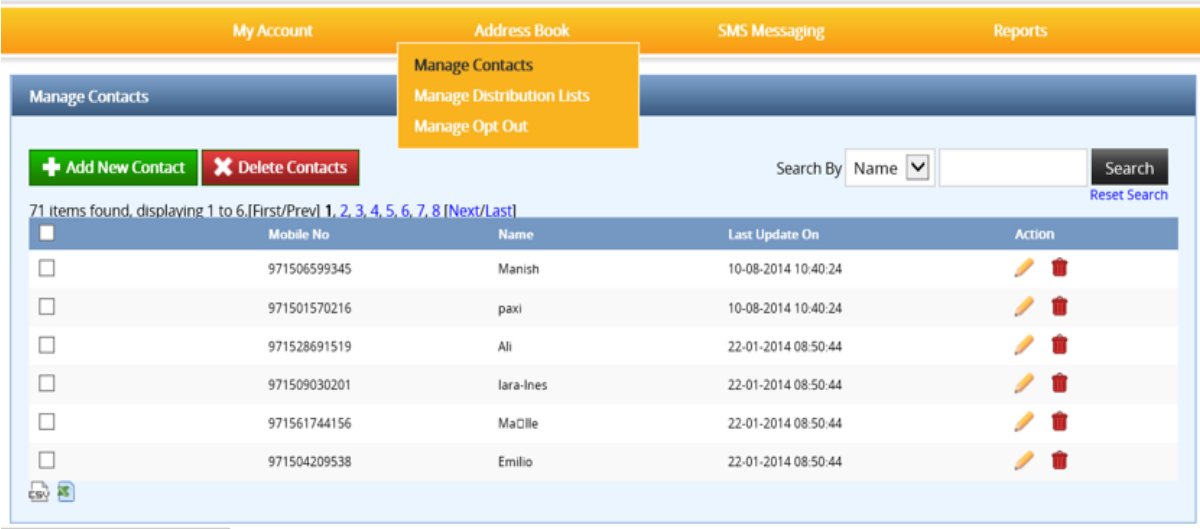
The screenshot shows a web interface for adding a contact. At the top, there is a navigation bar with 'My Account', 'Address Book', 'SMS Messaging', and 'Reports'. Below this, a dropdown menu is open under 'Address Book', showing 'Manage Contacts', 'Manage Distribution Lists', and 'Manage Opt Out'. The 'Manage Contacts' option is selected, leading to the 'Add Contact Details' form. The form has the following fields: 'Name \*', 'Mobile No. \*', 'Fax', 'Primary Contact Email', 'Address', and 'Company'. Each field has a corresponding input box. At the bottom of the form, there are two buttons: 'Save' and 'Cancel'.













- The mobile number must be entered in the following format, country code + area code + mobile number. e.g. 971509999999 (UAE), 966509999999 (KSA), 968999999999 (Oman)
- On saving the details, your contact will now appear in your address book.

## Modifying/Deleting Contacts


In order to view and/or edit your contact list,

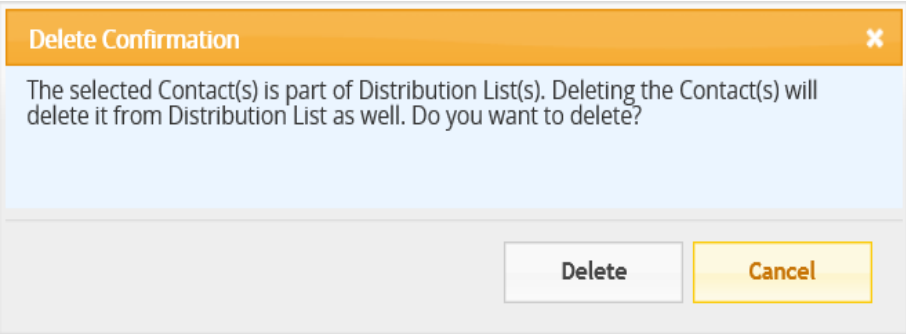
- Go to **Address Book > Manage Contacts** on the dashboard menu. You will then be able to delete/modify existing contact details by clicking on the  delete/  edit icons, seen next to the record of the contact, respectively.
- You can also search for your contacts by name/mobile using the search bar above your contact list. This saves you the time of going through the contact list page by page.



	Mobile No	Name	Last Update On	Action
<input type="checkbox"/>	971506599345	Manish	10-08-2014 10:40:24	 
<input type="checkbox"/>	971501570216	paxi	10-08-2014 10:40:24	 
<input type="checkbox"/>	971528691519	Ali	22-01-2014 08:50:44	 
<input type="checkbox"/>	971509030201	Iara-Ines	22-01-2014 08:50:44	 
<input type="checkbox"/>	971561744156	MaÙlle	22-01-2014 08:50:44	 
<input type="checkbox"/>	971504209538	Emilio	22-01-2014 08:50:44	 

In order to delete *multiple* contacts,

- Click on the  check box next to each contact that you want to delete.
- Then click on the  button.



Delete Confirmation

The selected Contact(s) is part of Distribution List(s). Deleting the Contact(s) will delete it from Distribution List as well. Do you want to delete?

Delete Cancel



- You will be prompted to confirm the deletion of the selected contacts.

## 2.6.2 Managing Distribution Lists

A distribution list consists of the contact details of a particular section of your audience that you communicate with on a regular basis. Distribution lists, offers the convenience of grouping your audience based on a profile.

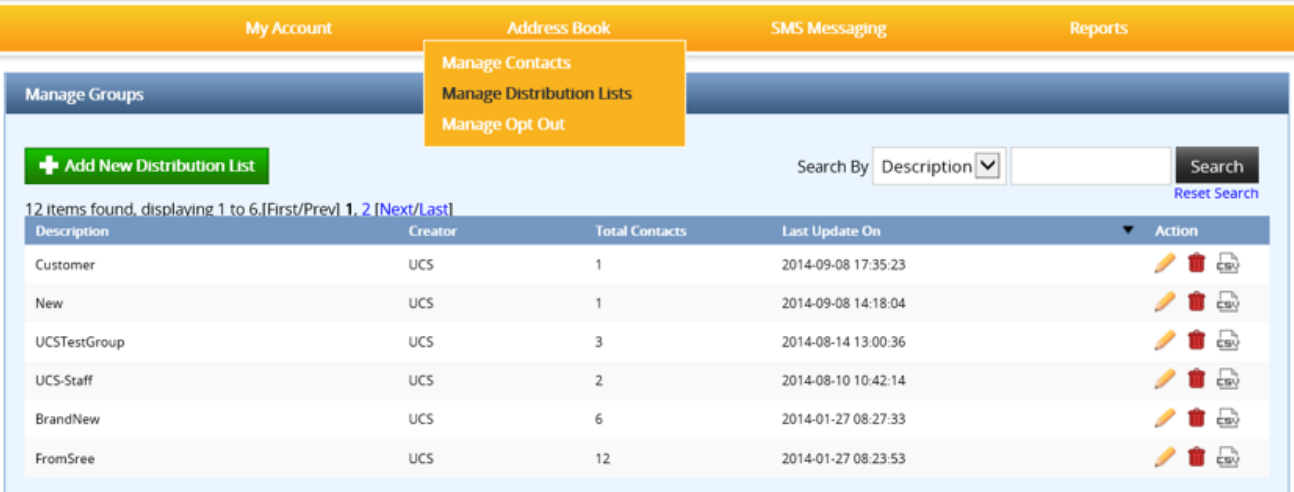
There are two ways of creating a distribution list in *Reson8* Online.



















A distribution list can be imported from a CSV file or create a list using existing contacts in the address book.

In order to view existing distribution lists, go to **Address Book > Manage Distribution Lists** on the dashboard menu. Distribution lists can be edited by clicking on the  edit icon. To *delete* a distribution list, click on the  delete icon.


### Note

Deleting a distribution list only deletes the distribution list and does not delete the contacts within a distribution list.



Description	Creator	Total Contacts	Last Update On	Action
Customer	UCS	1	2014-09-08 17:35:23	  
New	UCS	1	2014-09-08 14:18:04	  
UCSTestGroup	UCS	3	2014-08-14 13:00:36	  
UCS-Staff	UCS	2	2014-08-10 10:42:14	  
BrandNew	UCS	6	2014-01-27 08:27:33	  
FromSree	UCS	12	2014-01-27 08:23:53	  

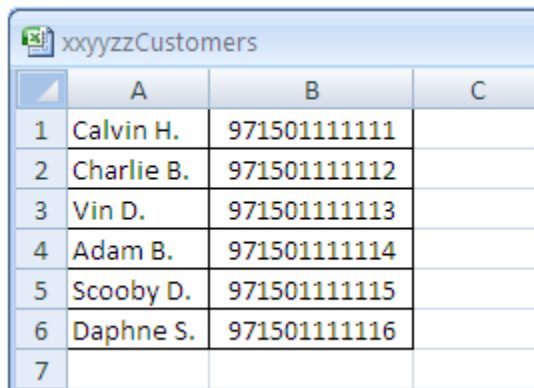
To *edit individual contact details* within the distribution list:

- Go to **Address Book > Manage Contacts**
- Search for the contact by name or mobile number
- Click on the  edit icon and make the necessary changes
- Save the changes

### 2.6.3 Importing contacts from a CSV file

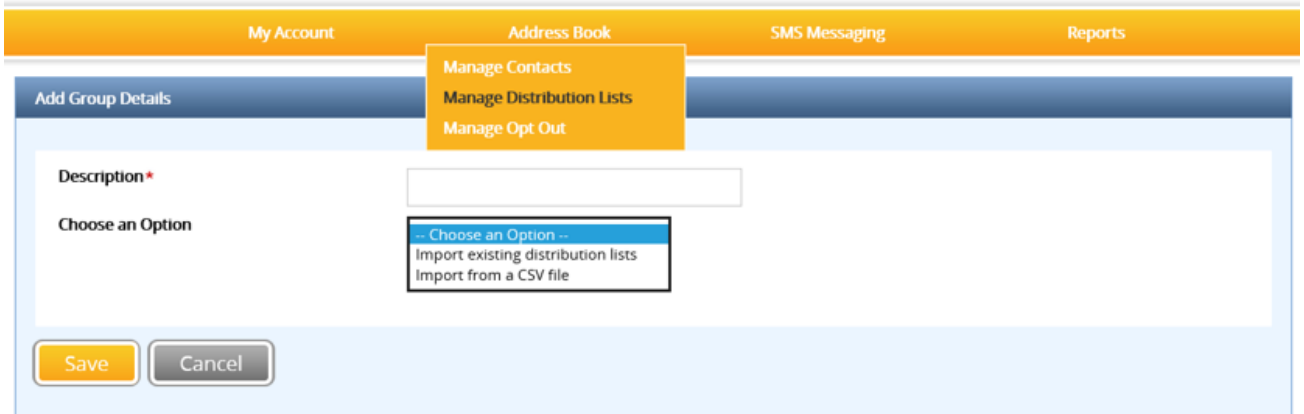
You can start creating your distribution list from an existing list of your contacts' details provided that they are available in a *CSV file format*. In case you don't have this at hand, the steps to building your distribution list will be as follows.

- Before you can import an existing address book into Reson8 Online as a distribution list, you will need to prepare a CSV file of your contact list. To prepare this, create an Excel spreadsheet with all the details of your contacts listed in the following format.



	A	B	C
1	Calvin H.	971501111111	
2	Charlie B.	971501111112	
3	Vin D.	971501111113	
4	Adam B.	971501111114	
5	Scooby D.	971501111115	
6	Daphne S.	971501111116	
7			

- Your contacts' names must appear in the *first* column, and the adjacent column must contain the contact numbers in the following format, **country code + area code + number** (formatted as *number with no decimal places*). Once you have your Excel spreadsheet ready, click on **File > Save As**, and select **CSV (Comma delimited)** under the **Save As type**.
- To create the new distribution list, go to **Address Book > Manage Distribution Lists**. Click on the **+ Add New Distribution List** button.
- Name the distribution list under *description*. Choose **Import from a CSV file**.



My Account      Address Book      SMS Messaging      Reports

Manage Contacts  
Manage Distribution Lists  
Manage Opt Out

Add Group Details

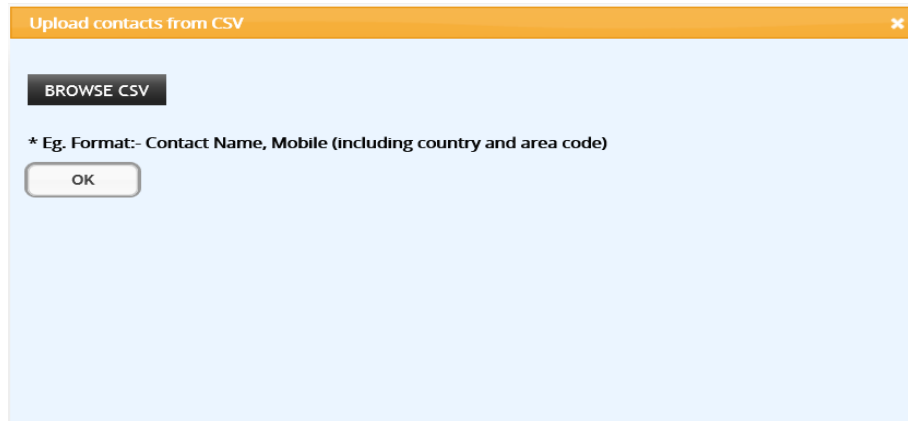
Description\*

Choose an Option

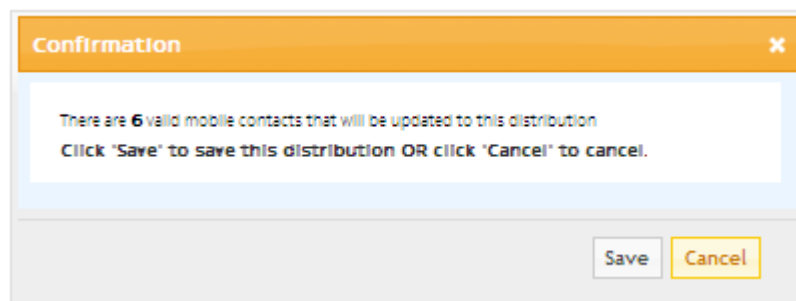
-- Choose an Option --  
Import existing distribution lists  
Import from a CSV file

Save    Cancel

- Browse and locate the CSV file that contains the address book to be imported. Click on **OK** and you will be prompted to confirm the file.
- Verify that the correct file has been selected and click **OK** again.



- Save the distribution list and you will be able to verify the number of contacts that you are importing into your Reson8 Online address book. On confirming that the number of contacts is correct, click **Save** again. Your distribution list will now appear in the **Manage Distribution Lists** dashboard.



You can now start creating multiple distribution lists to successfully organize and classify your communications with your target audiences. These distribution lists can be edited at a later date to incorporate more contacts or even delete any contacts that may have become extraneous. You can even *merge two existing distribution lists* as outlined in the next section.

#### 2.6.4 Importing contacts from an existing distribution list

You can create new distribution lists from existing distribution lists.

- Select **Address Book > Manage Distribution Lists** and follow the subsequent steps.

- Click on the **+ Add New Distribution List** button.
- The *description* of your list indicates the name by which you will identify your new distribution list.
- Choose **Import existing distribution lists** from the drop down menu.

- On selection of the option, the following dialog box appears. You can choose the *Group Name* which indicates the distribution list you would like to import contacts from. Click on **Search**.

Group Name	Mobile No
<input type="checkbox"/>	
<input type="checkbox"/>	çè
<input type="checkbox"/>	À?E
<input type="checkbox"/>	ò?ú
<input checked="" type="checkbox"/>	Priya
<input type="checkbox"/>	ôæ

- Check  the contacts from the distribution list that you want to import.
- Click on the **Add Selected Contacts** button. Once you have done this, you can use *another distribution list* to *import* contacts into your new distribution list by repeating the same steps listed above.
- Once you have added all required contacts into your new distribution list, click on **save**. Your distribution list will appear under **Address Book > Manage Distribution Lists**.




**Add Group Details**

**Description\***

**Choose an Option**

One item found.1

Name	Mobile No	
Priya	971555505985	✖

You can now create a distribution list by importing contacts from a CSV file *and* an existing distribution list. All you need to do is change the method under ***Choose an option*** instead of saving immediately. You can do this multiple times to import contacts from various distribution lists and CSV files before saving the newly created distribution list. Rest assured that you can always edit your distribution lists to ✖ delete/add contacts. To do so follow the steps listed above with the *exception* of the first step instead of which you click on the  *edit icon of the distribution list* that you want to add more contacts into.

### 3 Implementing your SMS solution

This section will explore how you can start composing your SMS communication for your audience. In order to start sending out SMS messages, go to **SMS Messaging > Send SMS** on the dashboard menu.

The following screen allows you to compose your SMS message.

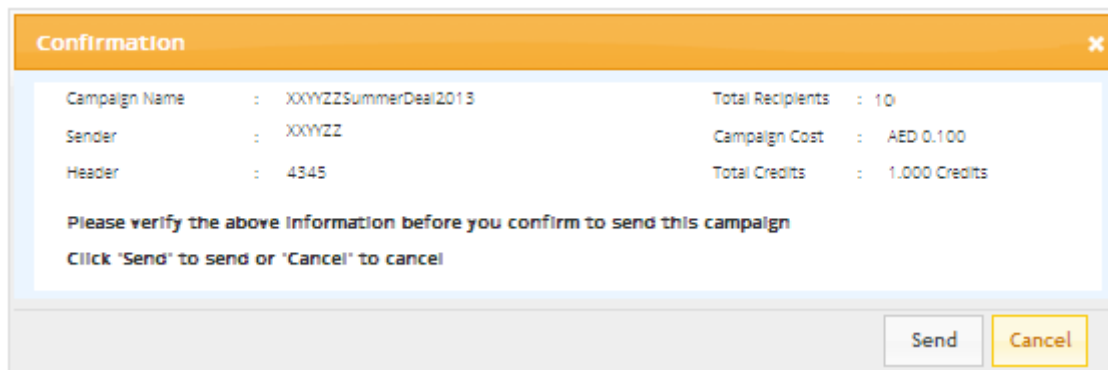
The screenshot displays the 'Send SMS' interface with the following fields and options:

- Campaign Type:** A dropdown menu currently set to '-- Select --'.
- Sender:** A dropdown menu set to 'CCD'.
- Header:** A dropdown menu set to '-- Select Header--'.
- Campaign Name:** A text input field containing '20150420122137'.
- Campaign Description:** A large text area for describing the campaign.
- Brand Name:** A text input field.
- Schedule message:** A dropdown menu set to 'Send Now'.
- Message Content Section:**
  - Language:** A dropdown menu set to 'English'.
  - Template:** A dropdown menu set to '-- Select --'.
  - Show Sub Account Templates:** A checkbox that is currently unchecked.
  - Message:** A large text area for the message content.
  - Character Count:** A numeric input field set to '0'.
  - Message Count:** A numeric input field set to '1'.
  - Recipients:** A dropdown menu set to '-- Select --'.
- Note:** A section containing three instructions:
  - If campaign type is selected as Marketing, it will consider the DND time before sending the message.
  - Please do not copy-paste text from a Microsoft Word document, its always advisable to manually type-in the text in the message box.
  - Please send a test message to an individual mobile number, before doing any bulk broadcast.
- Social Media Options:**
  - Facebook:** A checkbox for 'Post on Facebook Page' which is unchecked.
  - Twitter:** A checkbox for 'Tweet on Twitter' which is unchecked.
- Buttons:** 'Send SMS' (highlighted in orange) and 'Cancel'.

The basic steps involved in sending out an SMS message are as follows.

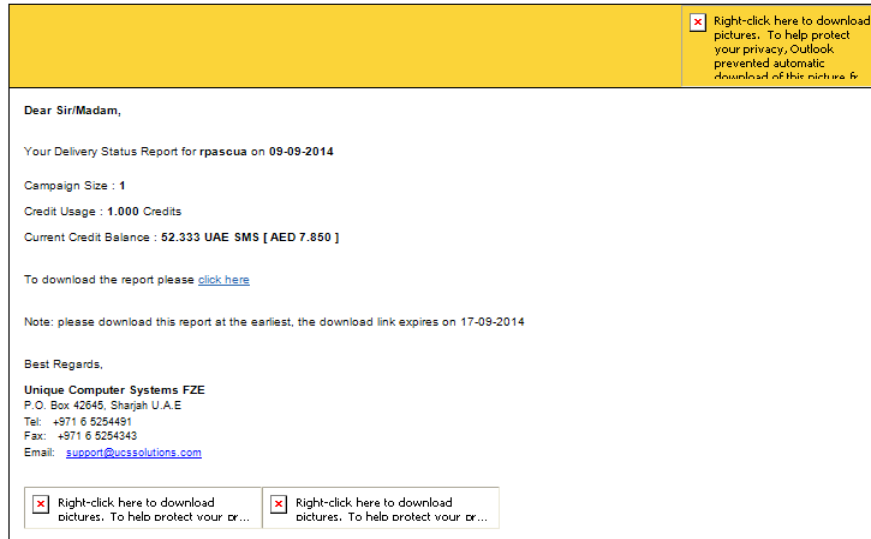
- Go to **SMS Messaging > Send SMS**.
- Select a **Campaign Type** – Marketing or Operational – this explains purpose of sending SMS.
- Select a **Campaign Name** to describe your SMS operation. The campaign name will be recorded in the reports and transactions sections.
- Select the **Sender** on whose behalf the campaign is being run. The sender can be any group/user affiliated to your customer account.
- Select the relevant **header**, to be used for the campaign, associated with the sender account.
- Select the **Language** in which you want the message to be sent. You can either send SMS messages in English or in Arabic.

- The templates section allows you to manage any pre-defined messages that you frequently use.
- If you are not using a template, type your **Message** in the message box. The character count and the message count are located above and below the message box respectively. You can, therefore, keep track of your character count dynamically and alter the message length to your preference.
- Under the drop-down menu for **Recipients**, select one of the available options for the recipients of the campaign. The available options are *Use Existing Distribution List*, *Use Existing Contacts*, *Upload a File*, *Manual*. You can always *review* your selection by clicking on *View Selection* (next to Recipients) which appears *only once* you have selected one of the four options. These options will be detailed in the following sections. (See Section 3.1)
- **Campaign Description** and **Brand Name** fields can be used to record details on the campaign
- **Schedule** the message to be sent instantly by selecting *Send Now* or at a later date and time by selecting *Schedule this message* (See Section 3.2).
- Click **Send SMS**. You will be prompted to verify and confirm the details of the SMS message that you are trying to send out. Once you have confirmed this, click **Send**.



Your SMS message(s) will be sent out and you will receive confirmation on the screen notifying you that the SMS message(s) have successfully been sent.

- Please contact [reson8support@ucssolutions.com](mailto:reson8support@ucssolutions.com) for more details on sending **multi-channel messaging** for twitter and face book.



You can view the related credit transaction on your dashboard or under Reports (Section 4) and your campaign will appear under your campaign history as well. The steps listed above remain the same for any message that you wish to send except the settings will change based on the options you select. The following sections will walk you through the different settings you can make use of when sending out your SMS messages.

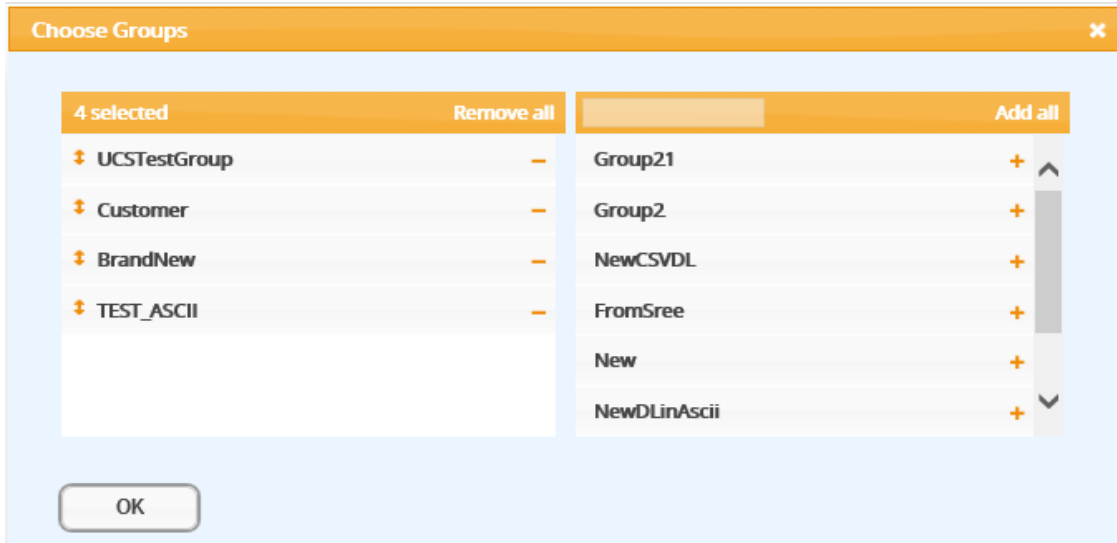
### 3.1 SMS Recipients

This section will detail the steps involved in configuring the recipient settings when sending out your SMS messages. There are four ways by which you can add recipients to your SMS message.

#### 3.1.1 Send SMS to existing Distribution List

- Under the drop-down menu for **Recipients**, select **Use Existing Distribution List**.
- Select the appropriate distribution lists by clicking on **+ Add** in the right-hand column. All selected distribution lists will appear in the left-hand column. If you wish to remove the distribution list, click on **- Delete** in the left-hand column. You can even use the **Add All/Remove All** options appearing on the top of each column to use all your existing distribution lists or remove them from the broadcast respectively. The *search field* can be used to search for the desired distribution list. Once the required distribution lists

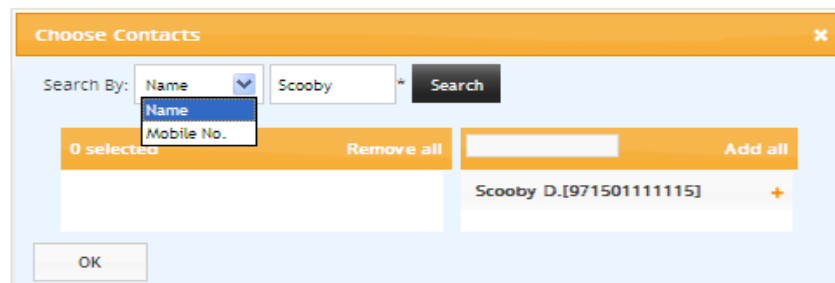
are chosen, click **OK** to confirm them.



The contacts within the selected distribution lists will receive the SMS message you will send out.

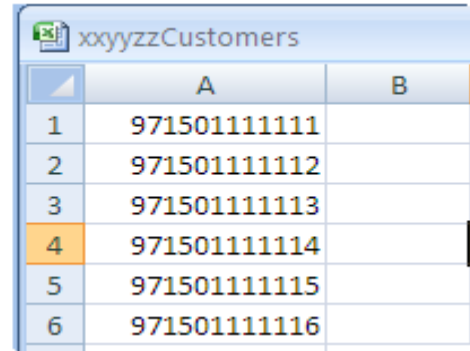
### 3.1.2 Send SMS to Existing Contacts

- Select **Use Existing Contacts** under **Recipients**.
- **Search** for contacts by **Name or Mobile Number**. Based on your search criteria, type the name/mobile number in the **search bar**, and click **Search**.



- The contacts with the same names/contact number will appear in the right-hand column. Add the relevant contact into the recipient list by clicking on **+** next to the correct contact. Once you have added all the respective contacts into the recipient list, click **OK**.

You can now send SMS messages to any number of contacts already existing in your address book.

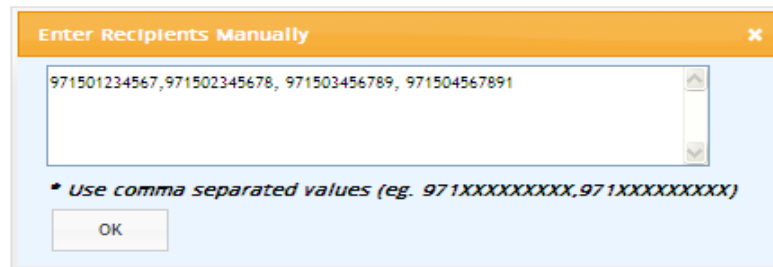


	A	B
1	971501111111	
2	971501111112	
3	971501111113	
4	971501111114	
5	971501111115	
6	971501111116	

### 3.1.3 Send SMS to manually entered contacts

To send messages to new contacts or those that do not exist in your address book, you can use the **Manual (Comma Separated)** option.

- Under **Recipients**, select **Manual (Comma separated)**.
- Enter the mobile numbers of your contacts in the format, **country code + area code + mobile number**. You can enter multiple contact numbers by separating them with **commas**. Once you have entered the contact numbers, click **OK**.



Enter Recipients Manually

971501234567,971502345678, 971503456789, 971504567891

\* Use comma separated values (eg. 971XXXXXXXXX,971XXXXXXXXX)

OK

In case you want to review the mobile numbers that you sent the SMS message(s) to, you can do so by going to **Reports > Broadcast Reports**. A list of all the recipients for each SMS campaign is maintained for your verification purposes.

### 3.1.4 Send Bulk SMS using a CSV file

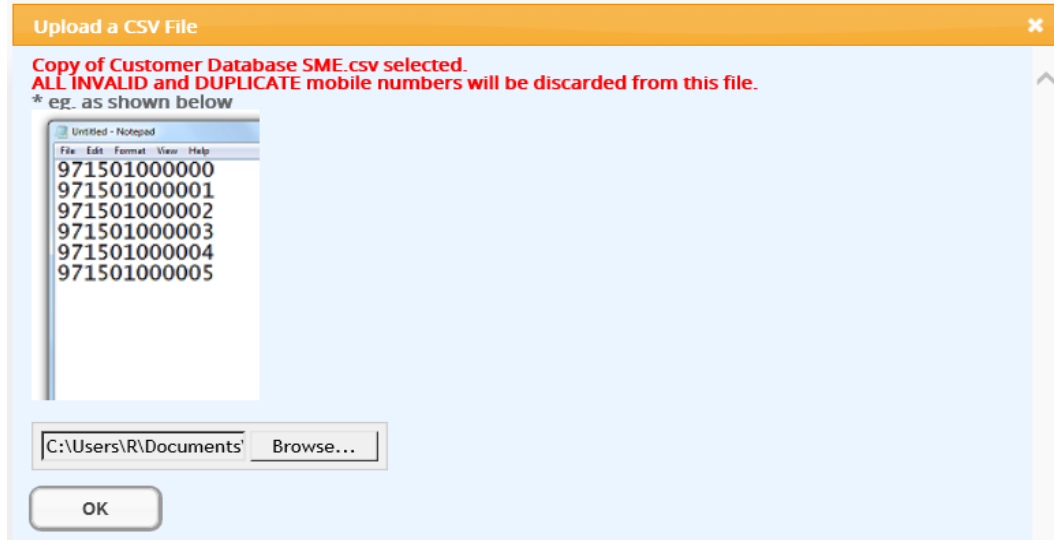
Reson8 Online also allows you to send bulk SMS using contacts contained within a CSV file.

To import the contacts from a CSV file into your recipient list, follow the steps.

- Select **Upload a File** under **Recipients**.
- Keep your CSV file ready with the mobile numbers in the following format. Make sure that the mobile number contains the country code and area code, and is formatted as a

number in your CSV file. To learn more about how to save CSV files from Excel, refer to this [article](#).

- Click on **Browse** and upload the CSV file containing the mobile numbers you want to use as recipients of your SMS campaign. Once the file has been uploaded click **OK**. Any invalid numbers will be discarded during the import.



Once the import process is complete, all valid mobile numbers in the selected CSV file will be added onto the recipient list for the SMS campaign.

### 3.2 Scheduling your SMS message

*Reson8* Online allows you to organize your SMS campaigns in advance by enabling you to schedule your messages at a specific date and time. In this way you can arrange multiple campaigns which may need to be implemented at/around the same time.

- Select **Schedule** this message under **Schedule Message**
- On doing so, additional fields will appear prompting you to fill in the **date**, **time** and **time zone** for the SMS campaign. set the required preferences to schedule the message

Send SMS

Facebook
 Twitter

**Campaign Type\***  
Marketing

**Sender \*** R8-UCS       **Header \*** 6666

**Campaign Name \***  
R8-Bpoints

**Campaign Description**  
Reson8 bonus points promotions

**Brand Name**  
Reson8

**Schedule message \***  
Schedule this message

**Select a Date**

**Time (hh:mm)**  
10  17

**Select a Timezone**  
(GMT+04:00) Abu Dhabi, Muscat

**Message Content**

**Language \*** English       **Template ?** --- Select ---  Show Sub Account Templates

**Message\*** Character Count 101

Dear Customer, purchase online before 1Apr to avail 500 additional bonus points on your loyalty card.

1 English SMS = 160 characters. Additional characters deducts extra credits

Message Count 1

**Recipients\***  
-- Select --

Note:

- if campaign type is selected as Marketing, it will consider the DND time before sending the message.
- Please do not copy-paste text from a Microsoft Word document, its always advisable to manually type-in the text in the message box.
- Please send a test message to an individual mobile number, before doing any bulk broadcast.

Send SMS
Cancel

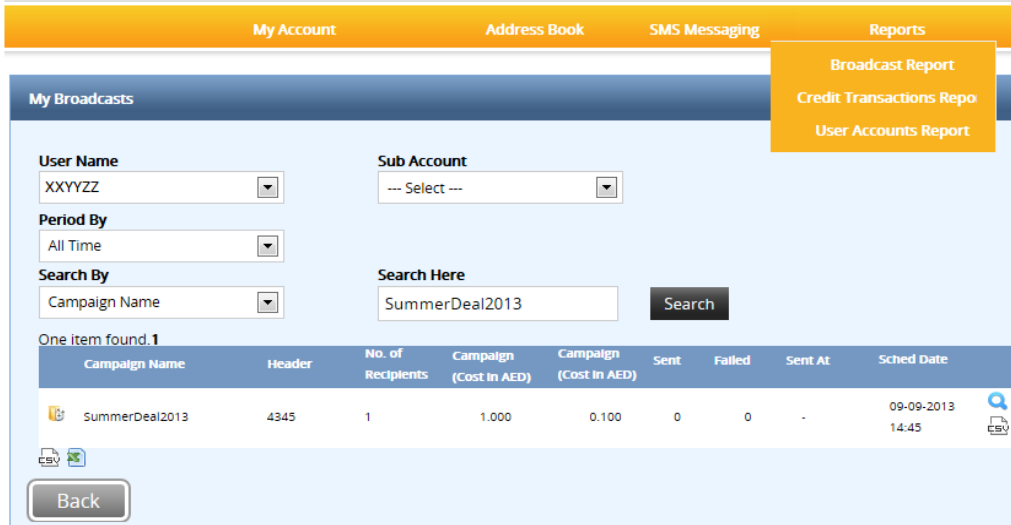
Once you have scheduled your message, you will be able to view its status in **Reports** section under **Broadcast Reports**. Once the message has been sent, the status of your campaign will change from 🕒 scheduled to ✅ complete. You will also be able to see your scheduled campaign on your dashboard under *recent campaigns*.


### 3.2.1 Modify/Delete your scheduled SMS message

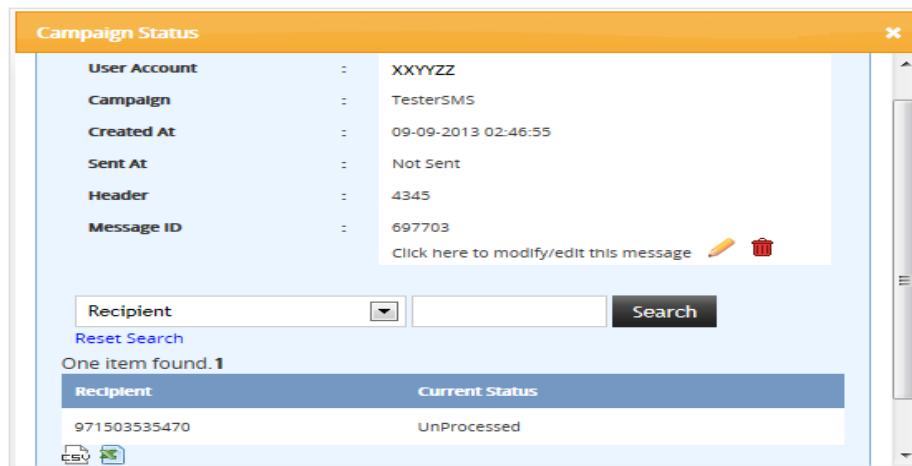
You can delete or edit the details of your scheduled message prior to its scheduled broadcast time. This feature allows you to accommodate any changes that you may need to implement in the SMS campaign. To modify or delete your scheduled SMS, follow the steps below



- Go to **Reports > Broadcast Reports**.
- Search for your campaign either by name or date. Click on **Search**.

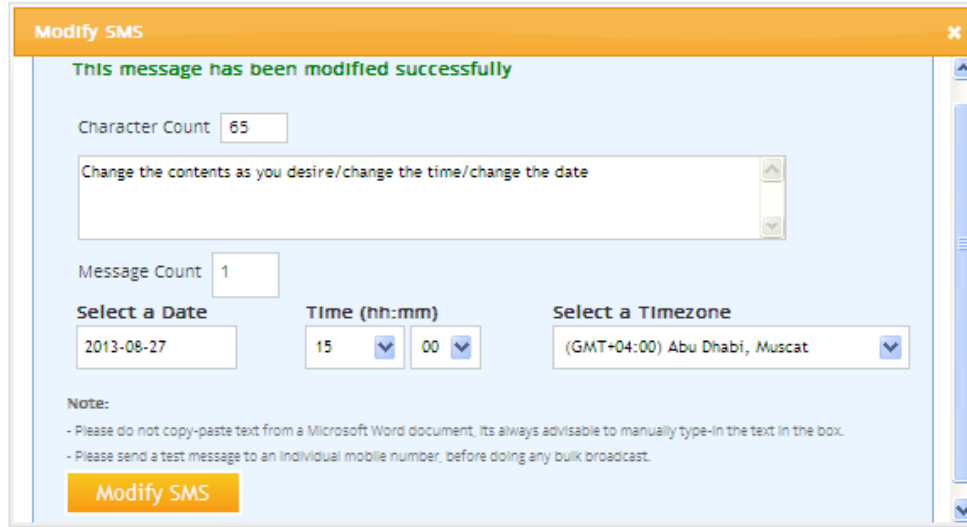




- Once your campaign appears in the list, click on the  **View Status** icon to view the details of your scheduled campaign.



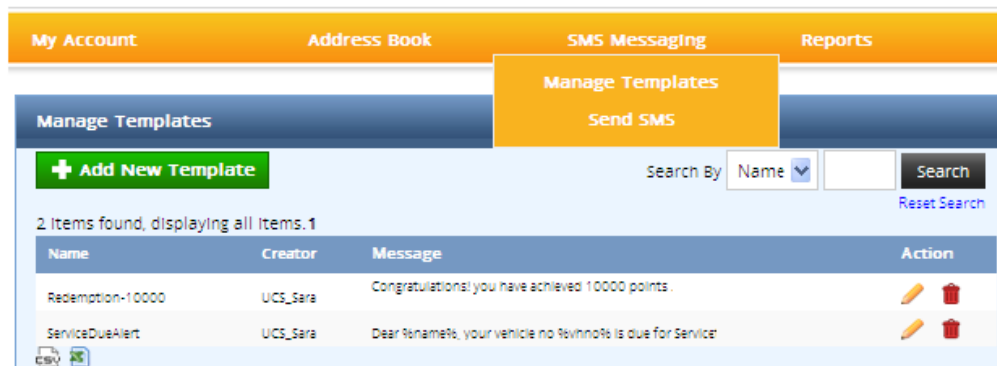
- To delete the scheduled message, click on the  **delete** icon. You will be prompted to confirm the deletion of your scheduled message. Click **Ok** to confirm. The scheduled campaign will be removed from your campaign history and a credit refund transaction will be applied to your account by adding these credits back to your account. You will also receive an email notifying you of the refund.
- To modify the details of your scheduled message instead, click on the  **edit** icon. You will be able to change the text of your message, and/or the scheduled date and time of the campaign. Once you have made all the necessary changes, click on **Modify SMS**. A notification will be shown confirming the successful update to the campaign.







### 3.3 SMS Templates: Static vs. Dynamic

Often you may need to send out standard SMS messages on a regular basis. Reson8 Online makes this easy for you by allowing you to save standard messages as templates. These templates can simply be reused by choosing the appropriate template in the **Template** drop-down menu of your **Send SMS** dashboard.

- Go to **SMS Messaging > Manage Templates** on the dashboard menu.



Name	Creator	Message	Action
Redemption-10000	UCS_Sara	Congratulations! you have achieved 10000 points.	 
ServiceDueAlert	UCS_Sara	Dear Reson8er, your vehicle no Reson8er is due for Service!	 

- Click on the **+ Add New Template** button. Give the template a *name* so that you can use it as a reference. Select the language in which you will be composing your template. A template can be either **static** or **dynamic**.

The screenshot shows the 'Add Template' dialog box with the following fields:

- Name\***: HowDoTemplatesWork
- Language\***: English
- Message\***: Tutorial on templates available. Please contact UCS FZE technical support.
- Is Static Message?**: Yes (The dropdown menu is open, showing 'Yes' and 'No' options.)

At the bottom, there are 'Save' and 'Cancel' buttons. A note at the bottom reads: '\*Please Note: The custom fields in the non static template message should be enclosed in "%". Ex: Welcome %Title%, %First Name%'.

- A **static** template does not contain placeholders for custom fields and cannot be personalized for each recipient. Each recipient will receive exactly the same message.
- A **dynamic** template may contain one or more placeholders for customization. Dynamic templates allow for the personalization of the campaign for each of the recipient. All placeholders must be placed between % symbols. To define a dynamic template, select **No** under the drop-down menu of **Is Static Message**. Click **Save**.

The screenshot shows the 'Add Template' dialog box with the following fields:

- Name\***: MembershipRenewal
- Language\***: English
- Message\***: Dear %CustName%,  
This is to remind you that your annual fee of AED%Val% for membership no. %MemNo% is now due.  
Thank you
- Is Static Message?**: No

At the bottom, there are 'Save' and 'Cancel' buttons. A note at the bottom reads: '\*Please Note: The custom fields in the non static template message should be enclosed in "%". Ex: Welcome %Title%, %First Name%'.

**Note**

When using a **dynamic** template for an SMS campaign, a CSV file with a record for all the custom fields needs to be defined and used. The first column must contain the Mobile number, and the remaining columns must be labeled *exactly* as the placeholders used in the

template. The name of the columns need to be as the parameters between the % signs and are *case-sensitive*.

	A	B	C	D
1	MobileNumber	CustName	Val	MemNo
2	971501111111	Fred D.	1500	111
3	971501111112	Daphne D.	1000	112
4	971501111113	Shaggy S.	1200	113
5	971501111114	Scooby D.	2000	114
6	971501111115	Velma S.	1500	115
7				

- When sending an SMS campaign composed of your dynamic template, you will need to select the appropriate **Template** you wish to use. Choose **Upload a File** under **Recipients** in the **Send SMS** dashboard. Click on **Browse** to upload the correct file and click **OK** when the file has successfully been uploaded.
- You can then **Send SMS**.

The screenshot shows the 'Send SMS' dashboard with the following configuration:

- Campaign Name:** 2014091594925
- Campaign Type:** Marketing
- Sender:** UCS
- Header:** 4011
- Language:** English
- Template:** Customer
- Recipients:** Upload a File
- Schedule message:** Send Now

**Message Content:**

Dear %Title%  
Please be informed that your account is now closed.

Character Count: 65  
Message Count: 1

**Notes:**

- If Campaign type is selected as Marketing, it will consider the DND time before sending the message.
- Please do not copy-paste text from a Microsoft Word document, its always advisable to manually type in the text in the message box.
- Please send a test message to an individual mobile number, before doing any bulk broadcast.

Buttons: Send SMS, Cancel

- This is how your message will appear to its respective recipients.




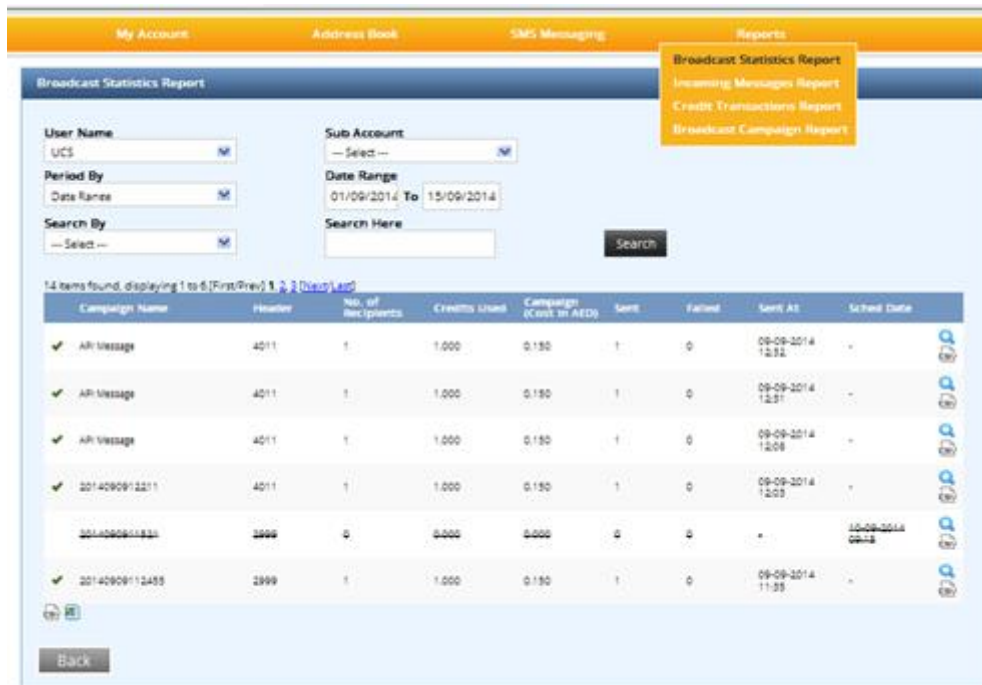
Templates can be managed from the **Manage Templates** dashboard option.

## 4 Tracking your SMS campaigns






Reson8 Online allows you to keep track of all the activity on your account through built-in reports. These reports highlight the usage of all your group and user accounts enabling you to comprehensively keep a tab on all your sub-campaigns.

### 4.1 Broadcast Statistics Report

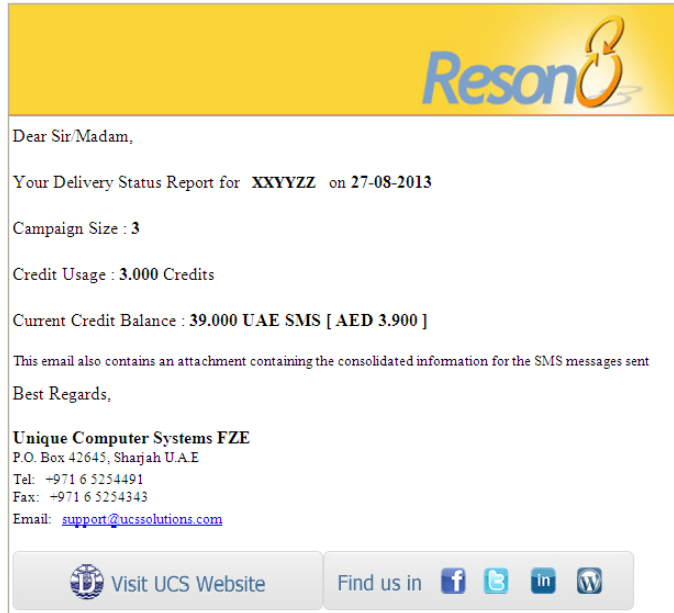
In order to view all the SMS campaigns you have run from the parent account (including those run from your group/user accounts), go to **Reports > Broadcast Statistics Report**. Note the user accounts will only display broadcast reports of their own campaigns. On the Broadcast Report dashboard, you will be able to see an overview of each campaign. For a detailed report of each recipient, you can click on the  **View Status** icon which will also include the message text and the mobile number status of all recipients.



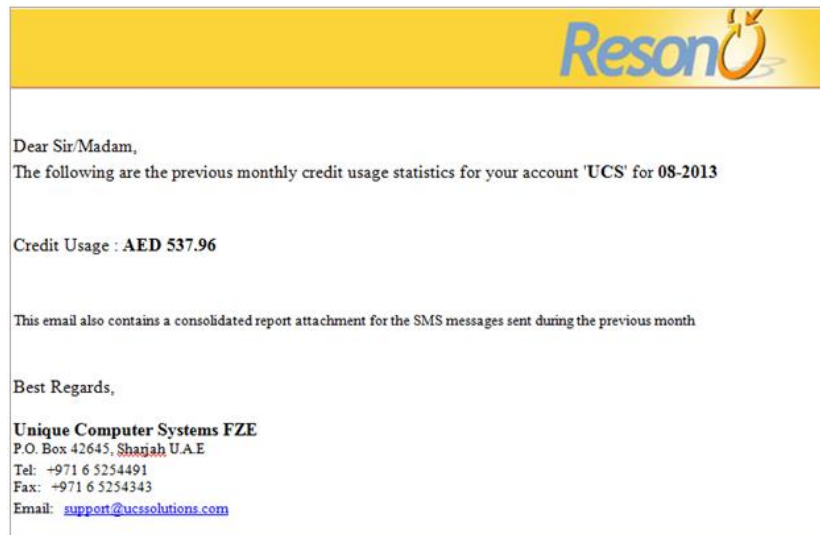
You can **search** for specific campaign details either by **Period** and/or the **Campaign Name, Header, Recipient Number, Message text**. The following legend will help you use the icons to your advantage.

	Your SMS campaign is currently being processing for delivery.
	Your SMS campaign broadcast is complete.
	You SMS campaign has successfully been scheduled.
	Click to view detailed delivery report on the recipients/to modify or delete a scheduled message.
	Click to export report in CSV/Excel file format.

In addition to an up-to-date record of all your activity available on your account, you will also receive daily email notifications of all successful campaigns run the previous day. This will highlight the credit usage and will provide you with an attachment containing the details of each campaign.



Additionally you will receive a monthly digest outlining all the campaigns carried out in that month, together with the credit usage on each campaign. The email will contain an attachment with this detailed report.



## 4.2 Campaign Dispatch Summary

In order to view all the SMS campaigns you have run against a brandname or CampaignID, go to **Reports > Campaign Dispatch Summary Report**. Note the user accounts will only display broadcast reports of their own campaigns.

**Campaign Dispatch Summary**

User Name:  Sub Account:

Period By:  Date Range:  To

Search By:  Search Here:

3 items found, displaying all items.1

Campaign Date	Campaign ID	Header	Message Text	Country	Used Credits	Cost AED	Recipient Count	Msg Length	Brand Name	Campaign Name
20-04-2015 12:30	R8-Multi-Channel-offer	6666	Signup for free to test multichannel messaging with Reson8 . www.reson8.ae	United Arab Emirates	2,000	2,000	2	1	Reson8	Promotion for Reson8 Multichannel testing
20-04-2015 12:30	R8-Multi-Channel-offer	6666	Signup for free to test multichannel messaging with Reson8 . www.reson8.ae	United Arab Emirates	3,000	3,000	3	1	Reson8	Promotion for Reson8 Multichannel testing
20-04-2015 12:29	R8-Multi-Channel-offer	6666	Signup for Reson8 to avail 50 Free SMS credits for multichannel broadcast messaging. www.reson8.ae	United Arab Emirates	1,000	1,000	1	1	Reson8	Promotion for Reson8 Multichannel testing

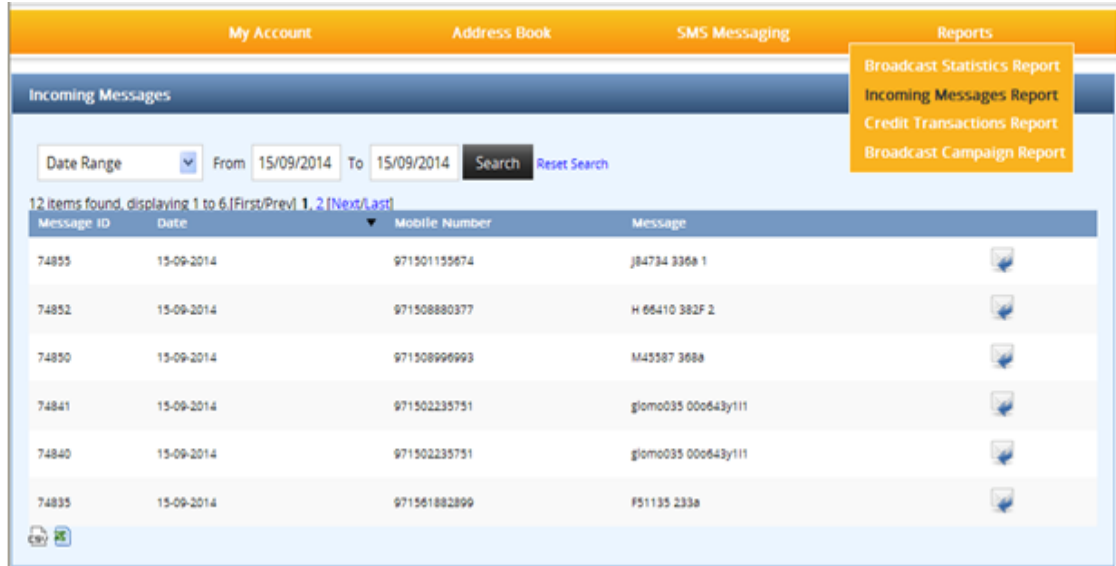
You can **search** for specific campaign details either by **Period** and/or the **Campaign Name, Header, Brand Name**.

You can then export the report as an excel or pdf using the icons at the bottom of the screen.


### 4.3 Incoming Messages Report

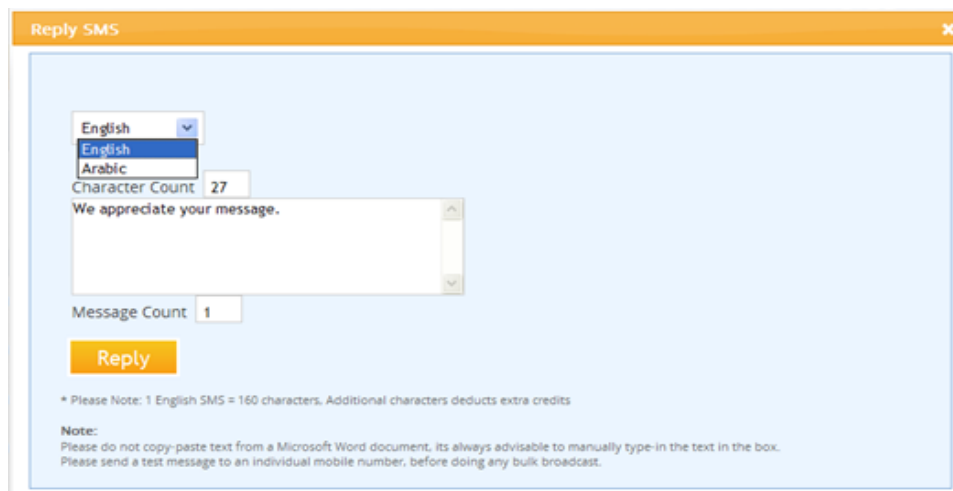
To check your incoming messages for any 2 Way SMS short codes registered with UCS, go to **Reports > Incoming Messages Report**. You can then search for the messages either by **Date Range, All, Mobile Number** or **Status**.






The report summarizes the message IDs, date, the mobile number of the person who sent the message and the message itself.

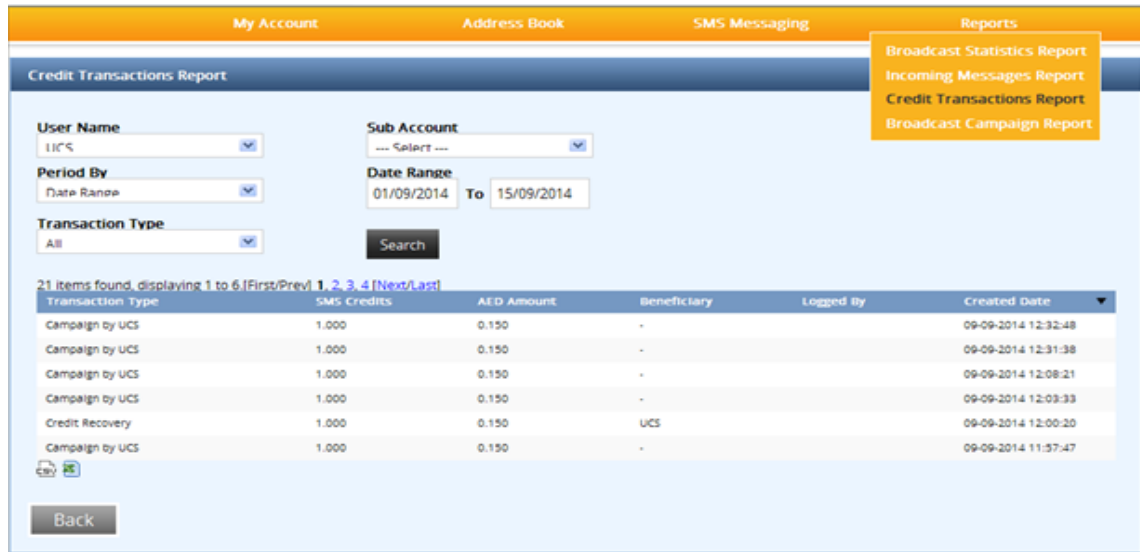
To reply to the message, click on the icon  on the right, select the language (*either English/Arabic*), type your message in the box then click **Reply**. The character and message count will appear above and below the message box respectively.



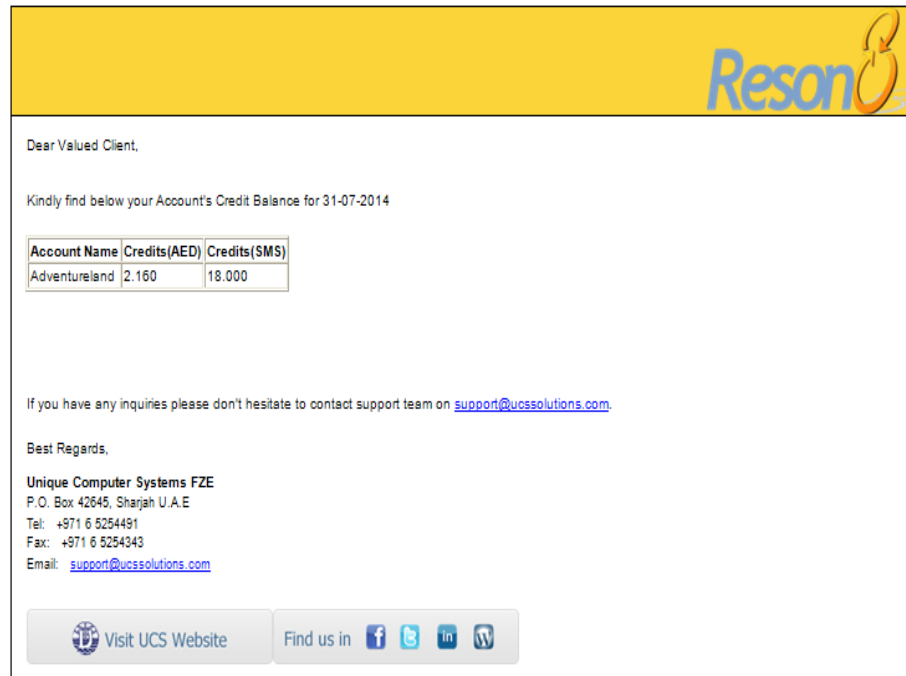
#### 4.4 Credit Transactions Report

To track and tally your available credits, go to **Reports > Credit Transactions Report**. This report lists all the credit transactions that have taken place on your account and records the purchase of new credits, any credits spent on campaigns, credits refunded due to the deletion

of a scheduled message and the transfer of credits to your group and user accounts. The list can be sorted by **Transaction Type** or the **period**. For your financial purposes, you may also  **export** the list to an Excel file to be saved.



At the end of each month, you will receive an email notification with your account's credit balance.



Dear Valued Client,




Kindly find below your Account's Credit Balance for 31-07-2014

Account Name	Credits(AED)	Credits(SMS)
Adventureland	2,160	18,000

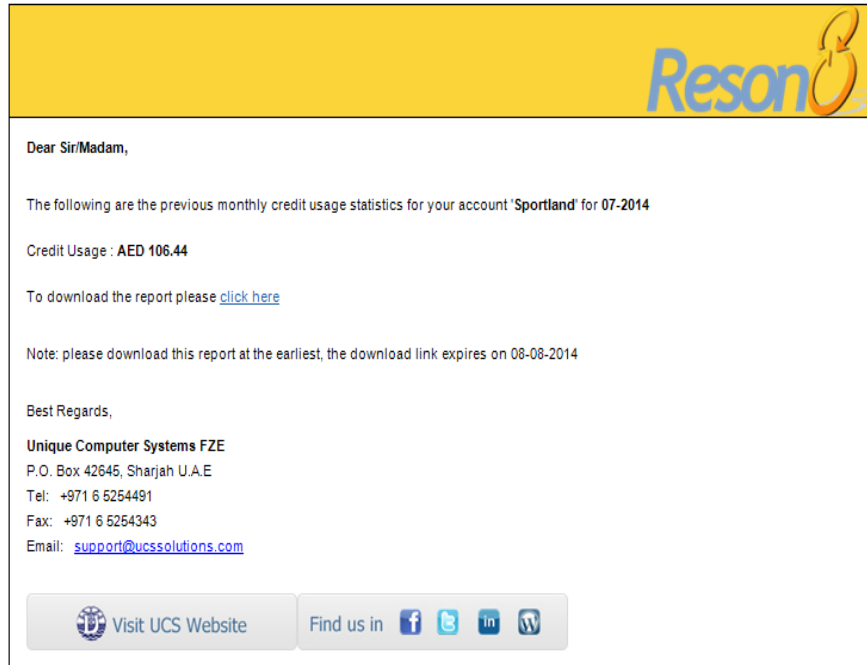
If you have any inquiries please don't hesitate to contact support team on [support@ucssolutions.com](mailto:support@ucssolutions.com)

Best Regards,


Unique Computer Systems FZE  
P.O. Box 42645, Sharjah U.A.E  
Tel: +971 6 5254491  
Fax: +971 6 5254343  
Email: [support@ucssolutions.com](mailto:support@ucssolutions.com)

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The notification for the monthly credit report will be sent on the first day of the following month.



#### 4.5 Broadcast Campaign Report

To keep track of all your campaigns, in addition to the credits available on them, go to **Reports >Broadcast Campaign Report**. The detailed report of each campaign can be obtained by clicking on  **View Status** where you will be able to see the details with which each campaign was registered.

My Account      Address Book      SMS Messaging      Reports

Broadcast Campaign Report

User Name:       Period By:       From:  To:

12 items found, displaying 1 to 6. [First/Prev] 1, 2 [Next/Last]

Campaign Name	Message ID	Creation Date	Schedule Date	Header	Message Body	Recipient Count	View Status
API Message	4676016	09-09-2014 12:32	-	4011	Testing @ 1410251568484	1	
API Message	4676010	09-09-2014 12:31	-	4011	Testing @ 1410251497713	1	
API Message	4675999	09-09-2014 12:08	-	4011	Testing @ 09/09/2014 12:08:20	1	
2014090913211	4675851	09-09-2014 12:03	-	4011	kujikinkunn vngv	1	
20140908175416	4670662	08-09-2014 17:55	-	2999	Dear Ms Please be informed that your account is now closed.	1	
201409081490	4669986	08-09-2014 14:10	-	2999	hi	1	

## 5 Troubleshooting

In the writing of this manual, it was attempted to clarify every feature you can use on your Reson8 Online. If you are unable to work any feature or if you experience any technical problems, you can find below a list of useful contacts for your reference.

In case of queries you may contact us on +971 6 5254491. You can also get in touch with us via email on [reson8support@ucssolutions.com](mailto:reson8support@ucssolutions.com).

We hope you enjoy using your Reson8 Online account to your advantage.