



SMS-2-Email

User Manual

This document is aimed at

Grapevine Affiliate administrators and users who have been provisioned to use SMS-2-Email.

Version

2.0

Date

28 April 2010

Support

For assistance, please contact Grapevine: +27 21 702-3333 or email support@vine.co.za.

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.

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Abbreviations

CSV	Comma Separated Values
GVI	Grapevine Interactive
URL	Universal Resource Locator

Definitions

Affiliate	Company that is registered with Grapevine and has been provisioned to use one or more of its products or services
Broadcast	A campaign is a collection of messages sent out by an Affiliate to mobile phone users and the responses received by an Affiliate from mobile phone users
Campaign	A campaign is a collection of messages sent out by an Affiliate to mobile phone users and the responses received by an Affiliate from mobile phone users

1. Introduction

1.1. What is the purpose of this manual?

The purpose of this manual is to:

- describe SMS-2-Email and what makes it so useful
- document the application's web-based front-end which is used to view reports on SMS-2-Email messages sent to an Affiliate via email

1.2. What is SMS-2-Email?

Sms-2-Email is a service that routes incoming SMS messages from customers to an Affiliate's e-mail address or addresses. This makes it easy for a company to receive, view, sort, reply to, store and archive messages from customers using any email program. One of the most useful features of SMS-2-Email is that conditional routing to different e-mail addresses can be specified based on SMS content.

An overview of SMS-2-Email is shown in the figure below:

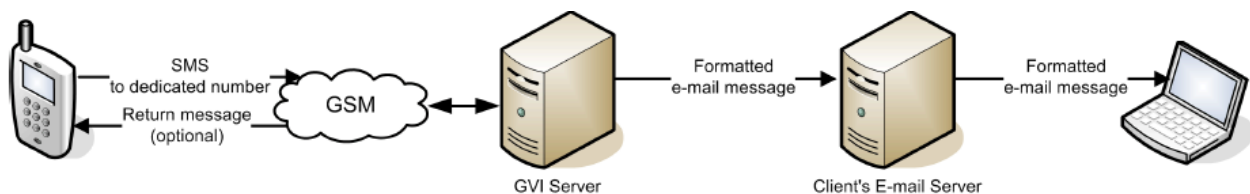


Figure 1 – SMS-2-Email message flow

1.3. Why use it?

SMS-2-Email can be used to easily receive, view, sort, store and archive messages from customers using any email program, e.g. Microsoft Outlook or Mozilla Thunderbird. The application allows you to route SMSs depending on their content to different email addresses. 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. For instance, 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

A reply facility can be automated, which frees staff from dealing with queries, complaints and administrative functions on the phone. For instance, all messages requesting a customer be unsubscribed can automatically be replied to with the text: 'You have been unsubscribed from the Quick Pick Mailing List'.

In addition, if you stipulate that customers send SMSs to a short-code you will earn revenue.

You can use SMS-2-Email for a variety of applications, for instance: voting, competitions, surveys, account notifications, support queries and promotions. SMS-2-Email is an effective way of coordinating the benefits of fast, easy-to-use mobile communication with standard computer applications, like email.

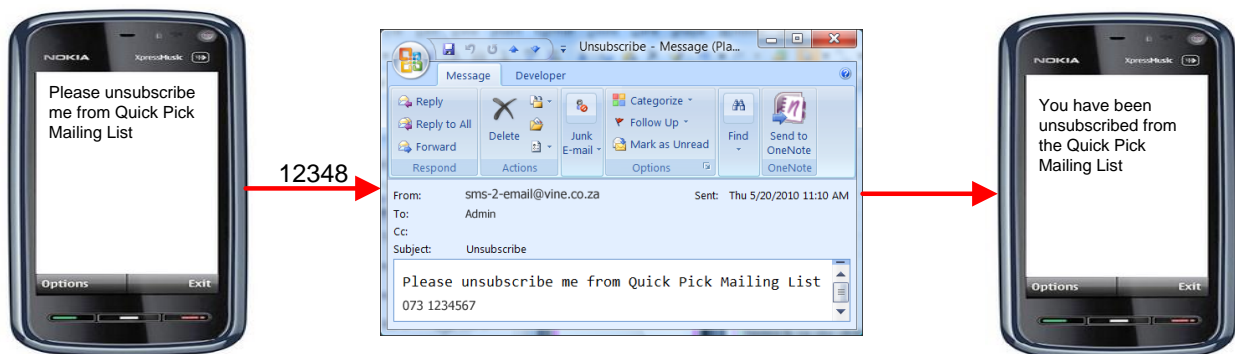
1.4. Main features

SMS-2-Email has the following main features:

- 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
- selection of short-code (premium rated) or long code (standard rating) to which customers must SMS messages. When a short-code is used, you will earn revenue.

1.5. How does it work?

A customer sends an SMS to a short code or long code and the message is routed by Grapevine to an email address you specify, e.g. admin@yourcompany.co.za. In the example below you can see that the mobile phone number of the originating message has been inserted in the email.



2. What do I need to get started?

To get started using SMS-2-Email, you must be registered as a Grapevine Affiliate. When you register you must specify the:

- number to which you want customers to SMS messages
- email address(es) to which you want messages to be routed
- SMS content for conditional routing to different e-mail addresses
- content for standard or conditional (based on SMS content) return messages
- subject line for your messages
- format of the body of the message

You will receive, via email, notification that you have been registered. The email also confirms the number you choose to which people must send their SMSs.

Included in the email will be the following user registration information:


- The URL for the SMS-2-Email web application where you will view reports
- Your username and password for the application

You can log in to the SMS-2-Email web site using the username and password provided in the email.

Note: Click on the **Forgotten your password?** link to request a reminder of your login details. A reminder will be sent to the email account you used to register with SMS-2-Email.

3. The SMS-2-Email's Home page

Using the URL sent to you by Grapevine when you were provisioned on the system, log in to the SMS-2-Email application. Below is an illustration of a demo Affiliate's **Home** page.

 Username and password are case sensitive.

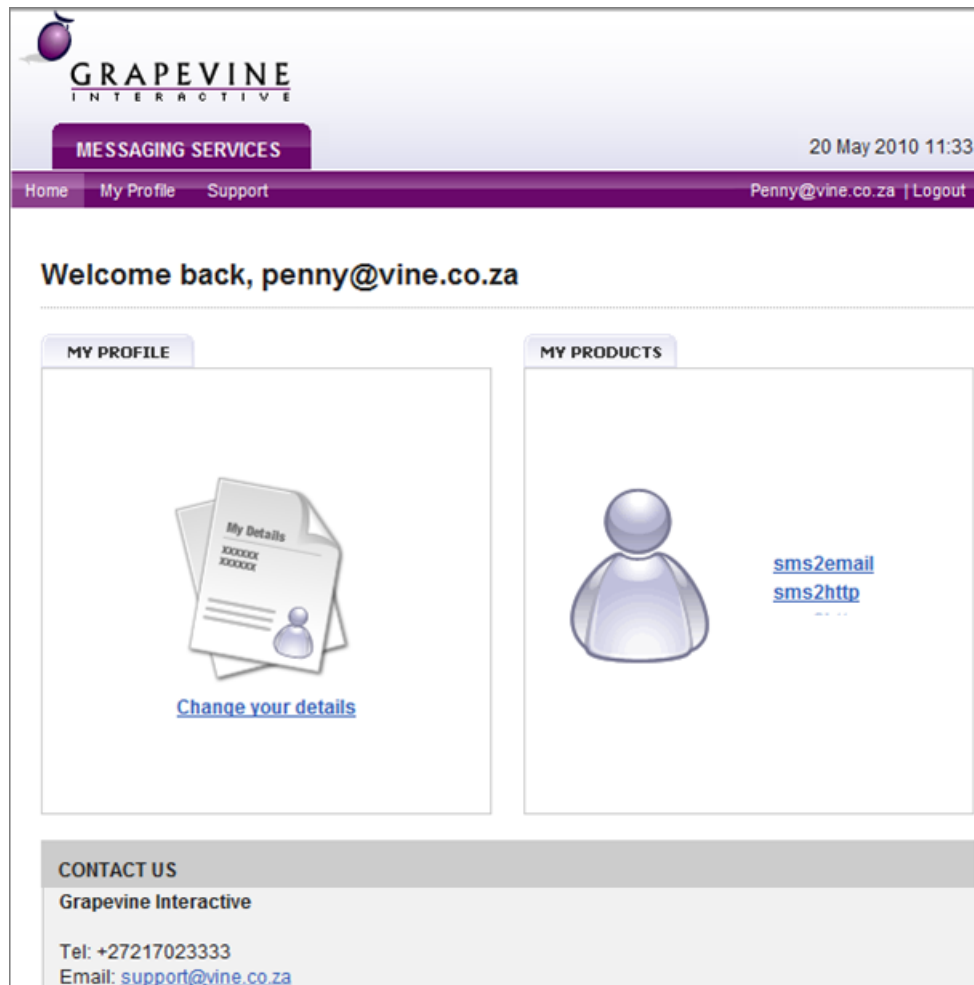


Figure 2 – SMS-2-Email Home page

The SMS-2-HTTP **Home** page is a portal for the messaging services for which you are registered. On the **Home** page you have the options to:

- change your personal details
- email Grapevine with a support query
- access SMS-2-Email reports

At the bottom of the **Home** page, you can see Grapevine's contact details.

What is a portal? A portal is a web site or web page that the owner positions as an entrance to other sites or pages on the internet, or other pages in a web application.

3.1. Changing your personal details

Tip: On your **My Profile** page you can change your password to something easier to remember than the password originally issued to you by Grapevine.

To change your personal details:

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

My Profile

Please note: * indicates mandatory fields

First Name:	<input type="text" value="Penny"/>	*
Last Name:	<input type="text" value="Doe"/>	*
Login Name:	penny@vine.co.za	
Mobile Number:	<input type="text" value="073 1234567"/>	*
Email Address:	<input type="text" value="penny@vine.co.za"/>	*
Current Password:	<input type="password" value="....."/>	*
New Password:	<input type="password" value="....."/>	*
Confirm Password:	<input type="password" value="....."/>	*
<input type="button" value="Update"/>		

Figure 3 – Change personal details

2. Under **My Profile**, enter your personal details.
3. Click **Update**. A message will be displayed saying your changes have been updated. To exit this page, click the **Back** button in your browser.

Tip: If you want to exit the page without saving your changes, hit the **Back** button in your browser instead of clicking **Update**.

3.2. Sending Grapevine a support query

To email a support query to Grapevine:

- In the application, on the right side of the page, click the **Support** tab. From the **Home** page, on the purple **Menu** bar, click **Support**.

3.3. Accessing SMS-2-Email reporting functionality

To access SMS-2-Email reports:

1. On the **Home** page, click the **sms2email** link.
2. In the **VIEW REPORTS** tab, click on the **Inbound Message Report** link.

Welcome back, penny@vine.co.za

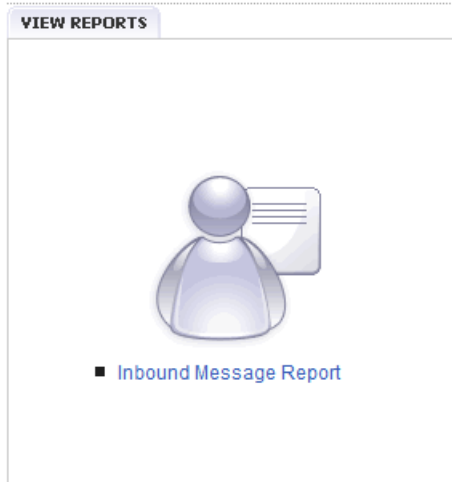



Figure 4 – Inbound Message Report

4. Reporting and analysis

Reports are useful to monitor the success of campaigns and to troubleshoot errors. You can also use them to analyse campaigns by exporting the data to a spreadsheet application like Excel. SMS-2-Email allows you to filter data so you can report on specific campaigns, mobile numbers and short codes over a specific period of time.

To view a report:

1. On the **Home** page, click the **sms2email** link.
2. In the **VIEW REPORTS** tab, click on the **Inbound Message Report** link.
3. On the **Inbound Message Reports** page, fill in the report parameters. You can filter your results to select all messages:
 - sent to a particular short code
 - sent to a specific MSISDN
 - containing specific content
 - sent between specific dates and times
4. Click **Run Report**.
5. After running the report, you can export the results to an Excel spreadsheet to further analyse, sort and filter  **Export to Excel**.

Example: In the example below, we are searching for all messages sent this month in the 'Moment of Pleasure' campaign.

Inbound Message Report

Short Code:

Mobile Number:
 eg. 27821234567

Message Content:
 Moment of Pleasure

Select period:
 Today This month Last Month
 Custom Date

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

From: 2010 - 03 - 25 00 : 00

To: 2010 - 03 - 25 08 : 50


 [Export to Excel](#)

Figure 5 – Inbound Message Report search parameters

In the report extract below are all the messages sent this month in the Moment of Pleasure campaign. You can see that some customers have entered the competition more than once.

#	Current Status Time:	Short Code:	Msisdn:	Message:
1	2010-04-30 23:59:51	33389	27723872840	Moment of Pleasure 6001049079907
2	2010-04-30 23:59:34	33389	27723872840	Moment of Pleasure 6001049079907
3	2010-04-30 21:14:34	33389	27827408467	Moment of Pleasure 6001049079907
4	2010-04-30 21:14:21	33389	27827408467	Moment of Pleasure 6001049079907
5	2010-04-30 19:28:53	33389	27824426492	Moment of Pleasure 6001049083300
6	2010-04-30 19:21:53	33389	27824426492	Moment of Pleasure 6001049083300
7	2010-04-30 19:21:45	33389	27824426492	Moment of Pleasure 6001049083300
8	2010-04-30 15:01:48	33389	27723872840	Moment of Pleasure 6001049079907

Figure 6 – Inbound Message Report output

5. FAQs

5.1. 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. However, you will receive regular reports and statistics on the status of these messages so you can follow up on them.

5.2. What are 'standard' characters?

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

space)	2	;	D	M	V	_	h	q	z
!	*	3	<	E	N	W	`	i	r	{
"	+	4	=	F	O	X	a	j	s	
#	,	5	>	G	P	Y	b	k	t	}
\$	-	6	?	H	Q	Z	c	l	u	~
%	.	7	@	I	R	[d	m	v	
&	/	8	A	J	S	\	e	n	w	
'	0	9	B	K	T]	f	o	x	
(1	:	C	L	U	^	g	p	y	

Figure 7 – SMS-2-Email Home page

Support

If you need assistance, please ensure you have all the details of what you were doing in SMS-2-Email so that a support consultant can help you.

For assistance, please contact Grapevine: phone +27 21 702-3333 or email support@vine.co.za