

# ***RecChat SMS Messaging – Frequently Asked Questions***

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## RecChat SMS Messaging Edition – Frequently Asked Questions

### General Questions

What if customers list their cell phone as their home phone?

During the onboarding process, VSI will assist in determining which phone fields are shown on the SMS Update screen in WebTrac.

Is there a way for an email to go out automatically to anyone who registers for a program asking them to opt-in?

Yes. You can do this easily by adding information to the HTML Email template that you use for receipts. Add information about the new SMS service and provide the URL that will bring your patrons directly to the SMS update screen in WebTrac.

Is there a report in RecTrac that can tell you how many messages you've sent?

Yes, there is an SMS Usage Report under RecTrac User Reports. This gives you the option to select your date range and inbound/outbound messages. It has Detail and Summary outputs. The Detail output allows you to see Date, Time, User, and Inbound/Outbound messages.

If a client has multiple participants in the program, will they get multiple messages?

This is controlled by your RecConnect Match Option. If you are set to Unique Households, it will only bring back one result for the household. If you are set to All Matches, it will go to anyone who is listed in the RecConnect output.

### Who can use it?

Can SMS be used in 10.3?

No, this is available for VSI-Hosted customers running 3.1.10.00 or greater.

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For Non-Hosted customers on 3.1: Is there a schedule as to when this will be released?

As of today, the answer is 'No,' but we anticipate it being available to all customers in the future!

## Opting-in, Opting-out, 'Help,' and 'Stop'

How do customers sign up for this service? Can our front desk staff sign people up?

One of the key components to SMS Messaging is that the customers, themselves, have to opt-into this service. VSI recommends that you run a marketing campaign through RecConnect that explains the opt-in process. You can provide direct links into WebTrac for patrons in your RecConnect.

Do you need to add STOP and HELP to each message?

This is required for the opt-in and opt-out message, but it is not required on individual messages sent through RecConnect.

Where does the HELP reply go to?

In the RecTrac License Profile, we have settings that determine what automated message should be sent back when a patron replies, HELP. Best practice is to have a phone number or email address listed here.

When Replying STOP, does that opt them out in RecTrac?

Replying STOP to the SMS Messaging service opts the customer out of further SMS Messages initiated through RecTrac. This does not also opt them out of any Email campaigns they might be part of.



What if someone in our system sends START to the short code? Will it create a household for them?

No, sending 'START' will not automatically create a household. If someone without a household in RecTrac sends 'START,' that phone number will never be picked up in any sort of RecConnect because it is not linked to a household in the system.

However, if that person went and created a household later and used the same phone number, then the household would be opted-in upon its creation because SMS would already have the phone number flagged as "opt-in."

## Pricing

How much does it cost to use this service?

VSI charges a flat \$15/month base price, and then \$.05 cents for every message sent or received. We will bill customers for the use of this service.

The SMS report lists messages as "Outbound" (sent by you) and "Inbound" (received/sent to you).

Are we charged only for messages that are sent? Meaning if customers have opted out, will you be charged for those messages as well?

You will be charged only for messages that are sent. When you run a RecConnect, the total number of SMS messages that display represent the total number of people who meet the report criteria. RecConnect does not filter by who's opted-in or opted-out.

When the SMS Message processes, it will send messages only to those customers who are opted-in. Anyone who opted out or who does not have a phone number on file will be skipped, and you will not be charged.

*For example, your RecConnect report yields 100 results. Of those 100, 25 people have opted-out of text messaging and five (5) do not have a phone number on file. When you process the SMS, it will send 70 messages ( $100 - 25 - 5 = 70$ ) and you will be charged \$3.50.*



## Will we get charged for replies?

Yes. VSI charges \$0.05 per message sent and received. So if a customer replies back with 'STOP' or 'HELP,' then those are considered Inbound messages and you will be charged \$0.05.

Additionally, inbound messages trigger an outbound response message back, either confirming the opt-out or providing your automated help instructions. You would be charged \$0.05 for those messages as well.