RecChat SMS Messaging – Frequently Asked Questions

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RecChat SMS Messaging Edition – Frequently Asked Questions

SMS Messaging, as an additional delivery method that utilizes the RecConnect program, enables RecTrac administrators to quickly send critical departmental information directly to patrons' mobile devices. SMS Messaging streamlines the staff – patron communication through promptly providing patrons with an optimally concise message and ensuring patrons most expeditiously receive up-to-date departmental communications.

Who can use it?

3.1 On-Prem and Hosted

SMS Messaging is available for all VS customers, On-Prem or Hosted, running 3.1.10.00 or greater. Previously, SMS Messaging was available only for Hosted customers.

Note: SMS Messaging is available only for VS On-Prem/Hosted customers running RecTrac 3.1.

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 patrons themselves must opt in to this service. VS recommends that, as a RecTrac administrator, you leverage a RecConnect that brings sufficient awareness to your patrons, explaining the SMS opt-in process. In your RecConnect, you can provide direct links into WebTrac for patrons.

Can opt-in information be presented during in-person transactions?

Yes. You can present opt-in information to patrons easily by creating print collateral with a QR code linked to the URL, which will bring your patrons directly to the SMS update screen in WebTrac.

Can opt-in information be sent 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.

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. VS recommends using 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 initialed through RecTrac. This does not also opt them out of any Email campaigns of which they may be a part.

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

No, it will not automatically create a household for them. However, if they do then create a household, they would already be opted in. If someone sends START, they would never be picked up in any sort of RecConnect, as their number isn't tied to any household in the system.

Pricing

How much does it cost to use this service?

After receiving feedback from customers who use SMS, Vermont Systems is rolling out a new pricing structure. This new structure aims to allow for more accurate yearly budgets.

Moving forward, Vermont Systems will be offering tiered subscriptions which include yearly text message limits. The subscription tiers breakdown as follows:

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Tier	Name	Package includes	Per Month Pricing	Per Year Pricing
1	SMS Introduction Add-on	12,000 additional texts	$30	$360
2	SMS Base Add-on	36,000 additional texts	$75	$900
3	SMS Workgroup Add-on	84,000 additional texts	$150	$1,800
4	SMS Workgroup Plus	180,000 additional texts	$300	$3,600
5	SMS Enterprise	420,000 additional texts	$600	$7,200
6	SMS Enterprise Plus	1.2 Million additional texts	$1,500	$18,000

There is no text allotment carry over year-to-year. If a yearly text limit is reached, then a per text rate on $0.05 will be incurred.

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 past your yearly subscription limit. 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 – 30 = 70) and you will be charged $3.50.

Will we get charged for replies?

Yes - only for messages that are received past your yearly subscription limit at which point VS charges $0.05 per message sent and received. For example, 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.

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 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.

Will a client with multiple participants in a program receive 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 listed in the RecConnect output.