marketplace

eSMS

Content

1. Introduction

eSMS: Corporate SMS Solution

eSMS is a revolutionary solution by Dialog Axiata PLC will enable clients to send SMS to multiple parties in an easy to use interface at a very nominal cost without any initial set-up costs real time. The Dialog eSMS platform facilitates enterprises in dispatching SMS to their customers via a mobile application or a web portal.

What is Bulk Messaging

Bulk SMS messaging is a legacy description for application-to-person SMS messaging services. It refers specifically to the sending of a large number of SMS messages to the mobile phones of a predetermined group of recipients.

How does it work?

The enterprise/ company can register their own accounts by logging into the portal and creating the preferred user ID/ port to send SMSs to their bases.

Features and Benefits of eSMS

- SMSs will be delivered to the customers under a User ID (Masking) instead of the mobile number.
- Can send a Bulk SMS (thousands of number of SMSs) in a single click.
- Number file can be uploaded on excel/ CSV file.
- Obtain delivery reports.
- Create/ Schedule SMS campaigns.
- Support long messages.
- Support messaging in multiple languages.
- Portal is available on both web and mobile application.
- Support as a communication channel.
- Connectivity: 24x7 service from any location.
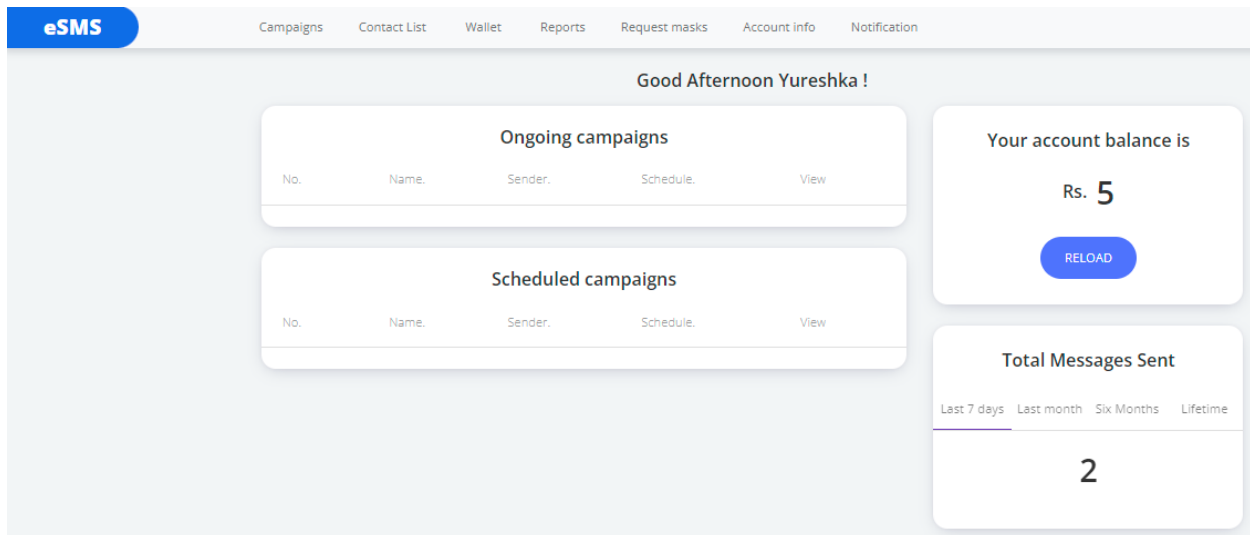- Confidentiality and security.
- Simple & user friendly.

Pricing

	Transactional SMS	Promotional SMS
Description	Messages sent to the customers to pass on information necessary for using a product or service. These messages are delivered to DND (Do not Disturb) as well. *Ex: A message sent to the client by a company regarding his invoice amount.*	Messages sent with the objective of promoting a product or a service. Includes any sales & marketing messages which may not be solicited by the recipient SMSs that have offers, coupons etc. *Ex: Download and register the ABC mobile banking app. Stand a chance to WIN a SAMSUNG GALAXY NOTE. Download now via www.ABC. T&C apply*
Price per SMS	Dialog – LKR 0.40 Non-Dialog – LKR 0.50	Dialog – LKR 0.40 Non-Dialog – LKR 0.50

(Table 2.1: Pricing of eSMS)

2. Dashboard

Dashboard represents the summary of user's campaign data and wallet.
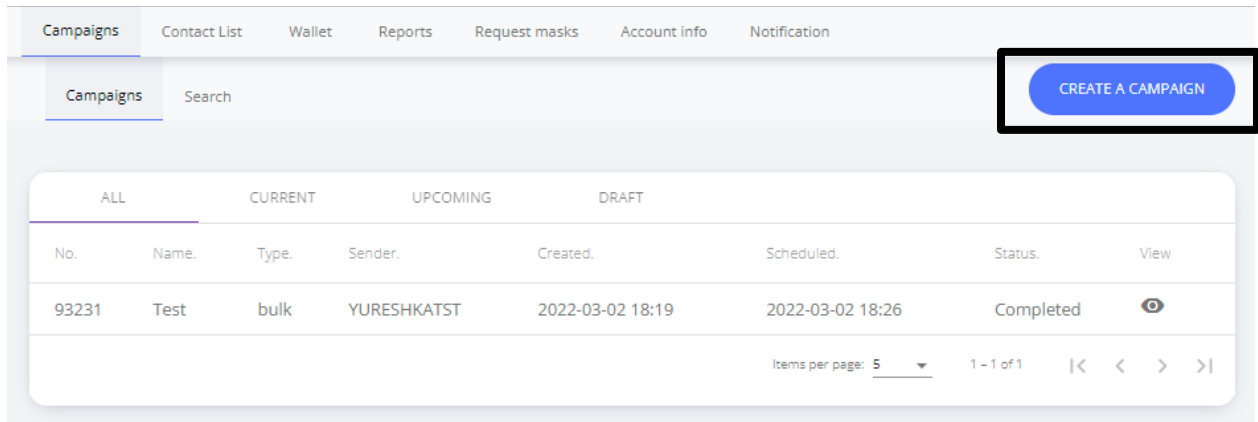

(Figure 3.1: Dashboard)

3. Campaign

(Figure 3.2: Campaign)

Available features

- All – Completed Campaigns
- Current – Running Campaigns
- Upcoming – Scheduled Campaigns
- Draft – Charging failed and unpaid campaigns

How to Create a Campaign?

Step 1: Click "Create A Campaign"

(Figure 4.1: Create a Campaign)

Step 2: Fill the initial form upload the number base

(Figure 4.2: Fill the form)

Create Personalized Campaign

Step 1: Fill the initial form with personalized variables

(Figure 4.3: Personalized Interface)

Step 2: Download the Sample Excel or Sample CSV and fill the details as shown below

(Figure 4.4: Personalized Variables)

Step 3: Upload the excel or csv file and select variables and insert in the relevant places in the message and create the campaign.

Message

Dear `Column 2` account balance is `Column 3`

Remove Column 2
Remove Column 3
Add Column 4
Add Column 5
Add Column 6

CANCEL   CREATE

(Figure 4.5: Personalized Variables)