



marketplace

eSMS

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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.

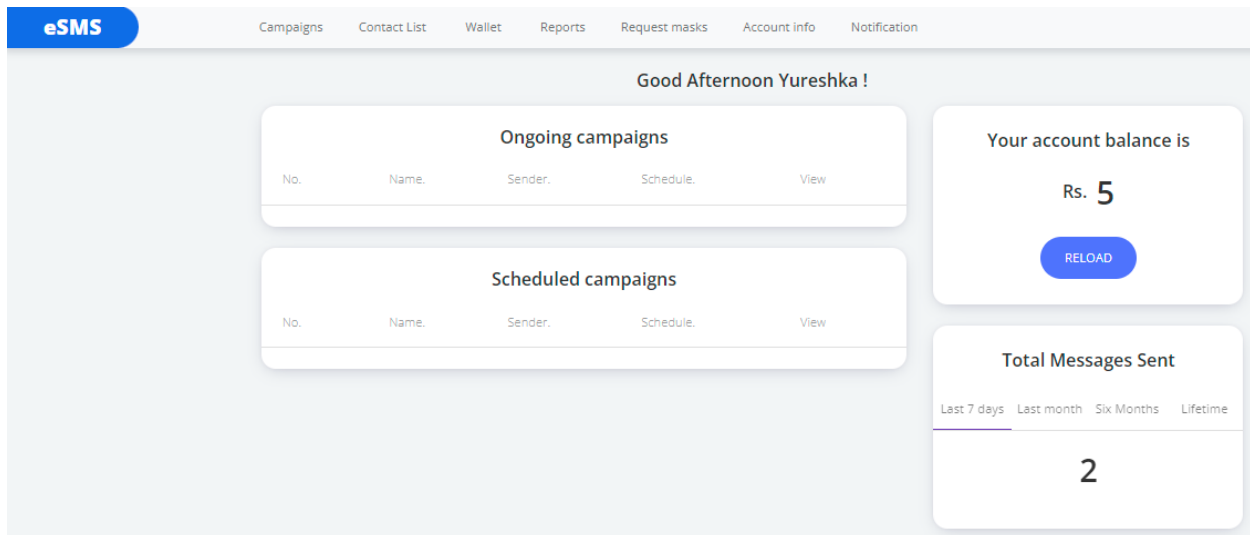
Pricing

	Transactional SMS	Promotional SMS
Description	<p>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.</p> <p><i>Ex: A message sent to the client by a company regarding his invoice amount.</i></p>	<p>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.</p> <p><i>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</i></p>
Price per SMS	<p>Dialog – LKR 0.40</p> <p>Non-Dialog – LKR 0.50</p>	<p>Dialog – LKR 0.40</p> <p>Non-Dialog – LKR 0.50</p>

(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

Campaigns

Contact List

Wallet

Reports

Request masks

Account info

Notification

Campaigns

Search

CREATE A CAMPAIGN

ALL

CURRENT

UPCOMING

DRAFT

No.	Name.	Type.	Sender.	Created.	Scheduled.	Status.	View
93231	Test	bulk	YURESHKATST	2022-03-02 18:19	2022-03-02 18:26	Completed	

Items per page: 5

1 - 1 of 1

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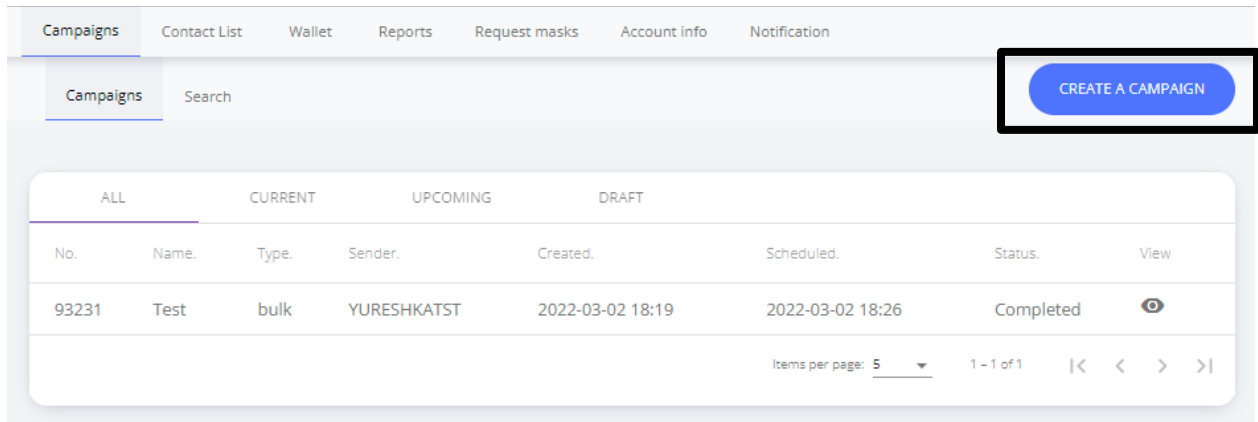
(Figure 3.2: Campaign)

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

The screenshot shows the 'Create campaign' form. It has a title 'Create campaign' at the top. The form contains several input fields and options: 'Mask or port' (a dropdown menu), 'Campaign name' (a text input), 'Phone numbers' (a text input with an example 'Ex: 76#####1,77#####2'), 'Send only to Phone numbers' (a radio button), 'Upload Number File' (a radio button, which is selected), 'Select Contact List' (a radio button), 'Number file' (a text input with an 'UPLOAD' button), 'Only supports CSV and Excel' (a note), 'Schedule Date' (a date picker), 'Schedule Time' (a time picker), and 'Schedule Now!' (a checkbox). At the bottom, there is a 'Message' text area, a 'CANCEL' button, and a 'CREATE' button. The 'CREATE' button is highlighted with a black rectangular box. In the bottom right corner, there is a link 'Activate Wi Go to Settings'.

(Figure 4.2: Fill the form)

Create Personalized Campaign

Step 1: Fill the initial form with personalized variables

Personalized SMS

← BACK

Create campaign

Mask or port Campaign name

File with corresponding content [UPLOAD](#) [Sample Excel](#) [Sample CSV](#)

Only supports CSV and Excel
(Maximum of six columns including mobile number column)

Schedule Date Schedule Time

☐ Schedule Now!

Message

Message

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

CANCEL CREATE

(Figure 4.3: Personalized Interface)

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

077XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable
77XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable
9477XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable
076XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable
76XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable
9476XXXXXXX	first_variable	second_variable	third_variable	fourth_variable	fifth_variable

(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)