Use services in StrexConnect and get your CRM automatically updated.

If your CRM does not deliver the same range of service modules as StrexConnect, you can still use StrexConnect services and at the same time get your CRM updated. This is a rough explanation, please contact your dedicated contact to get more info.

MasterMOForward

If you operate a dedicated short number in StrexConnect, we can activate a feature called MasterMOForward on the short number.

What does this solve? If you activate services in StrexConnect that receive initial MO from end users, the same MO will also be forwarded to a defined MasterMOForward URL. This could solve situations where you would like StrexConnect to operate a service but still need a "copy" of the MO to be sent to a defined system – e.g., an external CRM-tool such as Salesforce if you like to update your records there.

The MasterMOForward will include different parameters from StrexConnect and could also be activated with a number lookup function. Included in MasterMOForward you will then find data connected to the subscriber of MSISDN. You can also define your own properties on each keyword which will be included.

MasterDLRForward

If you operate a dedicated short number in StrexConnect, we can activate a feature called MasterDLRForward on the short number.

What does this solve? If you activate services in StrexConnect that send MT to end users or charge end users by direct billing, the DLR connected to the transaction will also be forwarded to a defined MasterDLRForward URL. This could solve situations where you would like StrexConnect to operate a service, but still forward the MT DLR to a defined system – e.g., an external CRM-tool such as Salesforce and Dynamics365 if you would like to update your records there.

The MasterDLRForward will include different parameters from StrexConnect. You can also set your own properties on each keyword which will be included, or you can activate a MSISDN lookup result to be included.

These are some examples of parameters from the service Subscription in StrexConnect.
There are eleven different parameters - called **SystemActions** - that could be included in
an MasterDLRForward from this service:

SystemAction	Explanation
Subscribe	New end user opted in.
Unsubscribe	End user opted out.
Signup	End users registered through service web page.
Recurring	End user charged by recurring billing.
AlterPrice	End uses changed recurring price.
SubscribePreAuthFailed	End user Preauthorization failed connected to new opt in.
RecurringPreAuthFailed	End user Preauthorization failed connected to recurring billing.
ValidationFailed	Validation failed when opt in, could be age or not able to bill through Strex.
AlreadyRegistered	End users try to opt in but are already registered.
LookupFailed	Number lookup on end users MSISDN fails.
AlterPriceInvalid	End users have tried to alter recurring price, but the amount is not valid.

Properties sample from an MasterDLRForward when an end user has opted out:

Properties: { "ServiceType": "Subscription", "ServiceId": "d2455b83-f471-4f8e-9332-
2387b23adbhd", "Keyword": "MYKEYWORD", "SystemAction": "Unsubscribe",
"SubscriberTransactionId": "28738980- 328d-488f-a8ed-3570200500a1",
"ServiceSubType": "Donation", "AccountId": 4828, "myproperty": "custom value" }

Explanations of the other properties in this message:

ServiceType	Identifies service module used in StrexConnect.
ServiceID	Identifies exact service setup in StrexConnect.
Keyword	Keyword connected to service.
SystemAction	See above table.
SubscriberTransactionId	Unique id for the subscriber. Changes if unsubscribing and resubscribing.
ServiceSubType	Identifies potential version of service module.
AccountId	Identifies which account in StrexConnect in use.
Properties	Optional custom properties on the keyword/service. In this example: myproperty = custom value.

Each service in Strex Connect has its own SystemActions, as a last sample a sending of SMS from
Activities in Salesforce by Strex Connect SMS will give you these special parameters in
MasterDLRForward:

Properties:

AccontId: your accountID in Strex Connect, sample 685.

SfContactId: end users ContactId in Salesforce.

SfEvent: your selected Event to be updated with result on sending.

SfJourneyId: id to Journey SMS was sent from.

SfNameOnMessage: your name on the sending set in Strex Connect SMS.

SfWebhook: your selected Webhook to be updated with result on sending.

SystemAction: SfMcSMS

Service commands

We provide an API endpoint that can be used to opt people out of Strex Connect services from your own CRM system.

- POST https://shared.target365.io/api/services/command

API key must be provided in "Authorization" header.

The body of the post request should contain this JSON payload:

```
{
 "phone":"+47xxxxx",
 "shortNumber":"xxxx",
 "keyword":"xxxxxxxx",
 "action":"xxxx"

}
```

Actions:

- "stop" – same as sending the keyword followed by "stop" in an SMS to the short number.
    - Returns HTTP 200 – Ok
- "unsubscribe" – unsubscribes the user from any keyword subscription service (subscription, customer club, recurring donation, recurring checkout)
    - Returns HTTP 404 – Not Found if phone does not exist in the subscription
    - Returns HTTP 204 – No Content if phone exists but is not active
    - Returns HTTP 200 – Ok if successfully unsubscribed

- "changesubscriberprice" – changes the recurring price of a subscriber. Add the property "price" with the desired value to the request. Also works for subscriptions with alter price not enabled.
    - Returns HTTP 404 – Not Found if phone does not exist in the subscription
    - Returns HTTP 204 – No Content if phone exists but is not active
    - Returns HTTP 200 – Ok if successfully changed

All actions will trigger a confirmation SMS to the end-user from the keyword setup in Strex Connect if provided there. The MasterDLRForward on a SMS generated from a Service Command will have a property stating ServiceCommand.