

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 user, 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.

KeywordId on root level points to the actual keyword hit, while the keyword listed as match in Properties can be the actual keyword or an alias defined on the keyword depending on what the user sent.

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

SystemAction	Explanation
Subscribe	New end user opted in.
Unsubscribe	End user opted out.
Signup	End user 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.

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 to a defined system – e.g., an external CRM-tool such as Salesforce if you like to update your records there.

KeywordId on root level points to the actual keyword hit, while the keyword listed as match in Properties can be the actual keyword or an alias defined on the keyword depending on what the user sent.

The MasterDLRForward will include different parameters from StrexConnect. You can also set your own properties on each keyword which will 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:

AlreadyRegistered	End user tries to opt in but are already registered.
LookupFailed	Number lookup on end users MSISDN fails.
AlterPriceInvalid	End user have tried to alter recurring price, but amount 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", "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.
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.