**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.

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.

**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.

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:

|  |  |
| --- | --- |
| **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. |
| 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. |