



Online Users Guide

Rockend SMS Online Users Guide

Rockend SMS Online Quick Guide	3
Rockend SMS Online Manual	5
1 Introduction	5
1.2 Terms and Abbreviation	
2 About Rockend SMS Online	6
3 Getting Started	7
3.1 Logging In	
3.2 Navigating Through Rockend SMS Online	
4 SMS Sending	9
4.1 How do I know if my message has been sent?	
4.2 Send SMS	
4.2.1 Sending to Recipients from Contacts or Groups	
4.2.2 Sending to Recipients not in saved in your Contacts	
4.3 Configuring your Message and Replies	
4.4 Scheduling Messages	
4.4.1 Schedule Options – Once Off	
4.4.2 Schedule Options – Repeat	
4.5 Merge SMS	
4.5.1 Importing Recipients	
4.5.2 Composing the Message	
4.5.3 Merge SMS Schedule Options	
4.5.4 Merge SMS Preview	
5 Contacts	20
5.1 Adding Contacts	
5.2 Manually Adding Contacts	
5.3 Importing Contacts	
5.4 Groups	
5.4.1 Creating New Groups and Adding Contacts	
5.4.2 Removing a Contact from a Group	
5.4.3 Deleting a Group(s)	
5.5 Find Contacts	
5.5.1 Modifying Contacts	
5.5.2 Deleting a Contact	
6 Templates	25
6.1 Personal Templates	
6.1.1 Creating Personal Templates	
6.1.2 Modifying Personal Templates	
6.1.3 Deleting Personal Templates	
7 Schedule Messages	27
7.1 Modifying a Scheduled Message	
7.2 Deleting a Scheduled Message	
8 Manage Opt Outs	28
9 Reports	29
9.1 Campaign Reports	
9.2 Detailed Reports	
9.3 Periodic Reports – Daily, Monthly, Yearly	
10 Management (Administrators Only)	32
10.0.1 Viewing Current User List	
10.0.2 Edit User	
10.0.3 Create New User	
11 Changing Your Password	35

12	Appendix A – Creating a CSV File	36
13	Appendix B – Frequently Asked Questions (FAQ)	37
1	What is SMS?	
2	What is Rockend SMS Online?	
3	How do I access the Rockend SMS Online application?	
4	What do I do if I have a problem logging in?	
5	How do I send an SMS text message?	
6	How do I send a message to multiple recipients?	
7	Can I send more than 160 characters in one message?	
8	Who can receive an SMS text message sent from Rockend SMS Online?	
9	Is there a limit on the number of messages I can send?	
10	How do I recall a message once I have clicked SEND?	
12	How do I view messages that I have sent?	
13	How do I schedule a message for delivery at a later time?	
14	Can I schedule a message for recurring delivery?	
15	How do I view messages that I have scheduled for future delivery?	
16	How do I delete messages that I have scheduled for future delivery?	
17	What is the Contacts List?	
18	How do I add an entry to Contacts?	
19	How do I create a Group in Contacts?	
20	Can I import contacts into my saved Contacts?	
21	How do I search for a Contact?	
22	How do I modify an entry in the Contacts List?	
23	How do I delete an entry from the Contact List?	
24	What is a message template?	
25	How do I create a message template?	
26	How do I modify an existing template?	
27	How do I send a message to a list of mobile phone users who are not in my Contacts?	
28	Who would use copy + paste bulk numbers?	
29	Why use copy + paste bulk numbers when you have a Contacts List?	
30	What is Merge SMS?	
31	Who would use Merge SMS?	
32	How do I create a Merge SMS message?	
33	Can a user reply to a message that I send?	

Rockend SMS Online Quick Guide

Rockend SMS Online Set-up Checklist

- ✓ Ensure you have received their “Rockend SMS Welcome Email” with login details (if you don’t remember your password go to www.rockendsms.com.au – *Hint; your username is your email address* – then click on forgot password)
- ✓ Sending Messages Outside of your Rockend Software

1.1 Updating Rockend SMS Online Settings

Once set up, you will receive a welcome email from Rockend SMS indicating your account is now active. This email will include a user name, password and link to www.rockendsms.com.au To use Rockend Online, you will need to first login at www.rockendsms.com.au

To resend login details click on the “Forgot Password?” link. Details will be emailed to your registered email address.

The password is case sensitive so ensure that it is entered correctly.

Add the Rockend SMS Online site to your list of Favourites by bookmarking it (Ctrl+D)

You can change your password by following the steps below.

1. Change Password – it is strongly recommended that the password is changed to something a little more personal and easily remembered.

To do so, go to Settings > Profile & Settings – click on *Reset Password*, type in your new password and click save.
2. **It is also recommended that you populate your Profile if not already done, with your mobile number and other contact details.**

1.2 Sender ID Options when sending through Rockend SMS Online

The screenshot shows the 'Send SMS' interface with two main panels: 'BUILD YOUR LIST & ADD RECIPIENTS' and 'CAMPAIGN DETAILS'. The 'Allow Replies' toggle is highlighted with a red box and is currently set to 'ON'. The 'Sender ID' dropdown menu is also highlighted with a red box and shows a list of options: 'CompanyNAME', 'CompanyNAME', and '- New Sender Id -'. The 'SMS Message' field is visible below the dropdown.

Figure 3.1: SendSMS – Allow Replies ON/OFF

ALLOW REPLIES - OFF

a) Sender ID

Including Landlines
(No Replies)

You have the ability to create a “mobile brand” by entering a minimum 5 and maximum 10 characters in the default reply string of Company Details. Message recipients CAN NOT reply to any messages that do not contain a valid mobile number. *When using a landline number as the Sender ID the number must be in international format i.e 61295185955*

ALLOW REPLIES - ON

b) Web Inbox

(Replies come back to your Web Inbox)

No message header choice- default data number. Use for auto STOP opt outs and for replies to come back into the Web Inbox and email.

c) Own Number

(Replies come back to dedicated mobile)

You are able to nominate a mobile number that replies can be directed to. This is generally a dedicated office phone that all senders have access to.

Rockend SMS Online Manual

1 Introduction

Rockend SMS Online will allow you to send text messages from your PC, mobile or tablet device (subject to GSM or wireless internet connection). It has been designed to be easy-to-use, and we trust that you will enjoy the experience.

This user guide explains how to use the Rockend SMS application. It covers:

- ✓ Getting started
- ✓ Sending an SMS
- ✓ Using the personal contacts utility
- ✓ Making the most of the tools available
- ✓ Changing your password
- ✓ Accessing the help functionality

Each menu item is explained and illustrated with relevant screen shots.

1.2 Terms and Abbreviation

Rockend SMS Online	A web-based application that allows a user to send SMS to a mobile phone user.
Permissions	Software restrictions imposed by the administrator on user groups. Restrictions can limit access to certain settings.
SMS	Short Message Service
Administrator	Person appointed within a company to manage user accounts and permissions.

2 About Rockend SMS Online

The effectiveness of utilising SMS to better serve customers has been proven to marketing professionals, CRM specialists and business people. By improving your communication and client services, you are able to directly impact positively on business, increase revenues and reduce costs.

The new suite of enhanced corporate messaging products will significantly change the way you communicate with your staff and clientele.

With Rockend SMS Online you can send group or individual messages using a simple web interface from your PC, laptop or mobile device

Rockend SMS Online allows for a quick, easy-to-use, cost effective means of keeping in touch with customers or staff.

Rockend SMS Online noticeably reduces call time and costs by sending messages anytime, anywhere.

Rockend SMS Online is ideal for promoting products and events, reminders and notification, and for realising real-time effective communication.

The advantages of Rockend SMS Online are currently enjoyed by marketing and event managers, retail sales staff, customer service departments, executives, corporate secretaries and the mobile workforce at large.

The benefits of Rockend SMS Online include:

- ✓ **Web-based application** – requires no software installation and is accessible via the Internet from anywhere in the world.
- ✓ **Central management** – reduces maintenance while automatically providing updated features and enhancements.
- ✓ **Reduced input time** – it is far easier to type a message on a keyboard than on a handset keypad.
- ✓ **Customisation features** – allow for corporate personalisation and implementation of user restrictions.
- ✓ **Bulk mail** – messages can be sent to multiple recipients simultaneously, with the message body either generic or personalised.
- ✓ **Message scheduling** – allows the date and time of message delivery to be pre-set, recurring at regular intervals or once only.

Sending a message using Rockend SMS Online could not be easier. Just follow these 3 easy steps:

- ✓ Log into the web-based application
- ✓ Create or select recipient
- ✓ Compose and send message

3 Getting Started

3.1 Logging In

Before starting, ensure that you have been allocated a username and password. This is emailed to you when your user details have been added.

Access your login by clicking on the link provided in the Rockend SMS registration email. Enter your allocated user name and password, included in the registration email, in the relevant edit boxes. Click on the *Login* button to continue. The Dashboard screen is displayed.

If you are not sure of your local URL to access Rockend SMS Online, refer to the Contact Information at the back of this document.

- ❗ ***Should you forget your user name and/or password, click on the “Forgotten Password?” button. Your password will be emailed to your registered email address.***
- ❗ ***The password is case sensitive so ensure that it is entered correctly.***
- ❗ ***Add the Rockend SMS Online site to your list of Favourites by bookmarking it (Ctrl+D).***

3.2 Navigating Through Rockend SMS Online

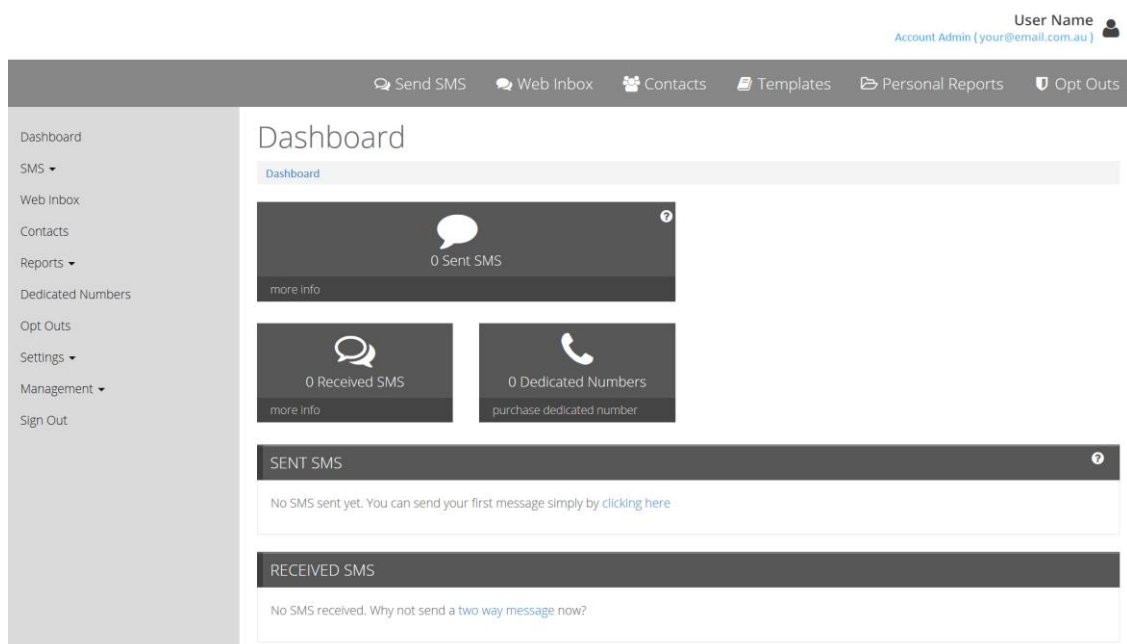


Figure 3.1: Main Menu/Dashboard



Figure 3.2: Shortcuts Bar

Figure 3.1 shows the main menu found on the left hand of the screen area. By clicking on the menu option with a drop down arrow, a sub-menu is displayed. Click on the menu option to display the screen.

Figure 3.2 shows the shortcuts bar – quick link to frequently used menu items.

To sign out of Rockend SMS Online, click on the user icon in the upper right hand corner of the top bar and select sign out.

4 SMS Sending

There are a number ways in which a text message can be sent using Rockend SMS Online. These include sending single messages, selecting a recipient or group from your contacts, cut + paste numbers into the - enter number field, bulk messages, and Merge SMS messages. Messages can also be sent immediately or scheduled for a later send.

4.1 How do I know if my message has been sent?

All messages that have been sent are recorded in **Reports**. Access **Reports** in the main menu. Refer to section 8.1 for more information.

4.2 Send SMS

The **Send SMS** screen allows you to configure a message for personal contacts and groups, global contacts and groups, and individual recipients not saved in Contacts.

For each message composed there is the ability to send the message immediately, or send the message later.

4.2.1 Sending to Recipients from Contacts or Groups

Access this screen by selecting SMS > **Send SMS** from the main menu.

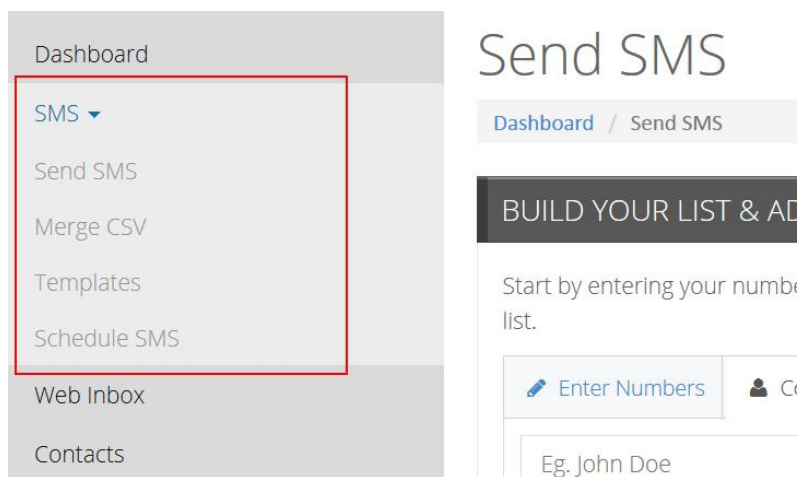


Figure 4.1: SMS Menu

To search for recipients from personal or global contacts and groups, select the required tab from the *build your list and add recipient's* box.

From the list of contacts or groups that are displayed within the respective tabs, click the check box to select your contact or group. You can select all displayed recipients by selecting the **Select All** checkbox. By clicking the checkbox your contacts or groups will be automatically added to the **Recipient List**.

If a recipient is added accidentally, select the **Recipient List** tab and unselect the checkbox next to the contact or group.

❗ **To clear the entire Recipient List, click on the Clear List button.**

Compose your message in the *SMS Message* text area, or select a *Template* from the drop-down list.

❗ **To clear the message, just simply delete all content within the SMS Message text area.**

Sending the Message

The following options are available:

- To send the message immediately, click on the Send SMS button;
- To send the message at a later date/time, click on the Schedule Options button (refer to section 4.4);

! ***You will be prompted to acknowledge the terms and conditions of message sending in the final step of sending or scheduling. It is important at this point to review the total messages about to be sent. It is also important to ensure that you are abiding by all relevant marketing and privacy laws.***

! ***It is important that you only click “send campaign” once and wait for the screen to refresh.***

4.2.2 Sending to Recipients not in saved in your Contacts

To send an SMS to people who are not saved in your contacts, use the **Send SMS** screen. Access this screen by selecting **Send SMS** from the *SMS* menu.

In the *Build Your List & Add Recipients* box select **Enter Recipients** tab, type in the mobile number of the recipient/s. If there is more than one recipient, press enter and enter the next number on the next line and continue to do so for each additional number. To Bulk send to recipients not saved in your contacts simply copy + paste your list of numbers from any source e.g. Word document, excel etc. into the **Enter Number** tab.

When you click out of the **Enter Number** tab the numbers will be automatically added to your **Recipient List** this automatic process will clean your list and also give you a summary total of how many valid mobile numbers are ready to be sent.

In the *SMS Message* text area, type the message for the recipient. Remember that there is a limit of 160 characters. The number of characters remaining is shown in the counter to the bottom left of the text area. You will be able to send more than 160 characters but you will be charged message credits at multiples of 160 characters this is displayed to the bottom right of the text area *Message Parts* – 1 Message Part = 160 characters. Ensure that you monitor the character count function under the message text box.

If the message body is one that is used regularly, select a message template from the drop-down list. Refer to section 6.1 for details on how to create templates.

- ❗ **To clear the message, just simply delete all content within the SMS Message text area.**

Sending the Message

The following options are available:

- To send the message immediately, click on the *Send SMS* button;
 - To send the message at a later date/time, click on the *Schedule Options* button (refer to section 4.4);
- ! **You will be prompted to acknowledge the terms and conditions of message sending in the final step of sending or scheduling. It is important at this point to review the total messages about to be sent. It is also important to ensure that you are abiding by all relevant marketing and privacy laws.**
- ! **It is important that you only click “send campaign” once and wait for the screen to refresh.**

4.3 Configuring your Message and Replies

Rockend SMS Online is designed to allow for a choice of how your recipients reply to your message

The screenshot shows the configuration interface for an SMS campaign. The 'Allow Replies' toggle is set to 'OFF' and is highlighted with a red box. The 'Sender ID' dropdown menu is open, showing 'CompanyNAME' as the selected option. Other options visible in the dropdown include '- New Sender Id -'. The 'SMS Message' text area is empty.

Figure 4.1: Allow Replies OFF – Alphanumeric Sender ID

The screenshot shows the configuration interface for an SMS campaign. The 'Allow Replies' toggle is set to 'ON' and is highlighted with a red box. The 'Sender ID' dropdown menu is open, showing 'Replies to Web Inbox/ Email' as the selected option. Other options visible in the dropdown include '61418614376 (Own Number)' and '- New Sender Id -'. The 'SMS Message' text area is empty.

Figure 4.2: Allow Replies ON – Replies to Web Inbox/Email or Mobile Number

Rockend SMS Online allows you to configure your message to display a Sender ID (header) of your choice. This is an 11 character field allowing for text or numbers of your choice to be

the selected title or header of your message – No spaces or symbols are accepted in this field. You will need to have the **Allow Replies** button set to OFF to allow for an alphanumeric Sender ID.

ⓘ When Allow Replies is set to OFF and an Alphanumeric Sender ID selected, recipients cannot reply to your message.

You may however choose set Allow Replies to ON and have replies return to the **Web Inbox**. You will find your **Web Inbox** in the main menu. From your **Web Inbox** you have the ability to manage replies. You will need to have the **Allow Replies** button set you ON and *Replies to Web Inbox/Email* selected in the **Sender ID** drop down. Replies will simultaneously be delivered to the email inbox of the primary email address (username).

Depending on the mobile number that is entered in your account details, you may choose to reply to **Own Number** (**Sender ID** drop down option). This means that your replies will come directly to your mobile phone. Any mobile numbers used as a Sender ID will need to be verified in Settings > **Allowed Sender ID's**.

4.4 Scheduling Messages

4.4.1 Schedule Options – Once Off

Access this screen from **Send SMS** by clicking on the *Schedule Options* > **Once Off** button.

Schedule Repetition *

☒ Once Off *

☐ Repeat *

Current Time & Timezone

1 Jan 2015 - 02:14 PM (Australia/NSW)

Schedule Date *

Figure 4.3: Once Off Scheduling

Use this option to configure the message to be delivered at a pre-selected date and time only once.

Select a date from the calendar on which the message is to be delivered. If the message is to be sent next month, click on the *Next* > button on the calendar. Enter the time by selecting the hour, minute and AM/PM from the drop down.

Click on the *Save Schedule* button and this will initiate the *Confirmation* required which includes the Scheduled Message Status displaying the date and time selected. Clicking on *Schedule Campaign* will send your message at the scheduled date and time. Clicking on *Close* will take you back to allow you to make any changes.

Once message schedules are created, they can be viewed in **Scheduled SMS** found on SMS > **Schedule SMS** in the main menu.

4.4.2 Schedule Options – Repeat

Access this screen from **Send SMS** by clicking on the *Schedule Options* > **Repeat** button.

The screenshot shows a 'Repeat Scheduling' form. At the top, 'Schedule Repetition *' has two radio buttons: 'Once Off *' and 'Repeat *', with 'Repeat *' selected and highlighted by a red rectangle. Below this, 'Current Time & Timezone' shows '1 Jan 2015 - 02:14 PM (Australia/NSW)'. The 'Schedule Date *' section includes a date picker set to '01-Jan-2015' and three dropdown menus for time: '02', '14', and 'PM'. The 'Send on the following days *' section has a list of days from Sunday to Saturday, each with a checkbox. The 'Send Frequency (Weeks) *' section has a dropdown menu set to '1. Send Weekly'. The 'Finishing Options *' section has two radio buttons: 'No End *' (selected) and 'At Date *'. At the bottom, there are two buttons: 'Cancel Schedule' (red) and 'Save Schedule' (yellow).

Figure 4.4: Repeat Scheduling

When sending a message on a recurring basis, it can be configured to be sent on certain days for a period of time with the option of ending the recurring message on a date. Through these settings you can schedule messages to be sent daily, weekly, fortnightly, monthly or yearly. Select the required frequency from the *Send on the following days* and *Send Frequency* options.

Schedule Repetition *

☐ Once Off *
☒ Repeat *

Current Time & Timezone

1 Jan 2015 - 02:14 PM (Australia/NSW)

Schedule Date *

Send on the following days *

☐ Sunday
☒ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday
☐ Saturday

Send Frequency (Weeks) *

Finishing Options *

☐ No End *
☒ At Date *

Date of last send *

Figure 4.5: Repeat Scheduling – Scheduled SMS for Monday, fortnightly for 6 months.

Click on the *Save Schedule* button and this will initiate the *Confirmation* required which includes the Scheduled Message Status displaying the date and time selected. Clicking on *Schedule Campaign* will send your message at the scheduled date and time. Clicking on *Close* will take you back to allow you to make any changes.

Once message schedules are created, they can be viewed in **Scheduled SMS** found on SMS > **Schedule SMS** in the main menu.

4.5 Merge SMS

Access this screen by selecting SMS > **Merge SMS** from the main menu.

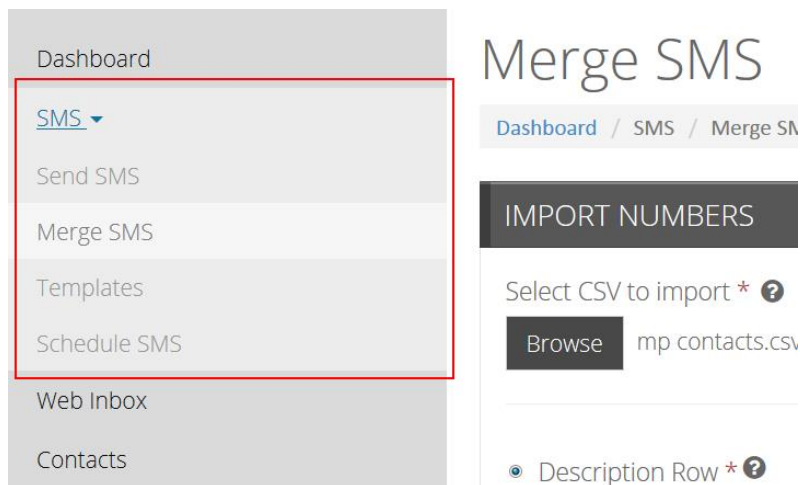


Figure 4.6: SMS Menu - Merge SMS

The Merge SMS feature performs in much the same way as the Merge SMS facility in a word processor, in that each message is personalised for each recipient.

The details of these recipients are not usually stored in your contacts because they change on a regular basis. The recipients could be car insurance policy holders who are to be informed that their insurance is going to expire on a specific date. Each month the list of recipients would be different.

A csv (comma separated values) file, containing a list of the recipients' mobile numbers, names, and other information that is specific to each recipient, is imported. For more information on how to create a csv file, refer to [Appendix A](#).

ⓘ Before sending messages you must ensure that each recipient has agreed to receive this type of message and can opt out of receiving such messages in the future. Recipients must also be able to identify the genuine source of each message. You should read the terms and conditions of use carefully before you send out any messages.

4.5.1 Importing Recipients

Merge SMS

Dashboard / SMS / Merge SMS

IMPORT NUMBERS ?

Select CSV to import * ?

Browse mp contacts.csv

☒ Description Row * ? ☐ Data Only *

	A	B	C
1	First Name	Surname	Mobile Number
2	John	Smith	61410100101
3	William	Jones	61410200102
4	Jane	Evans	61410300103
5	Charles	Prince	61410400104

.CSV

	A	B	C
1	John	Smith	61410100101
2	William	Jones	61410200102
3	Jane	Evans	61410300103
4	Charles	Prince	61410400104
5	Sarah	Thompson	61410500105

.CSV

Next Step →

Figure 4.7: Merge SMS: step 1 – Importing the Recipients

Locate the csv file using the *Browse* button. Select whether your CSV. File contains a description row or only date. To continue click *next step*.

Merge SMS

Dashboard / SMS / Merge SMS

IMPORT NUMBERS ?

First name (Column 1)	Surname (Column 2)	Mobile (Column 3)	Email address (Column 4)
Andrew	Cox	61412640970	
Angelo	Berios	61404088271	
Arthur	Downs	61418211053	
Bill	Wright	61418739749	
Samantha	Sun	61410193985	
Sophia	Taylor	61413585590	

Total Records Found 45

Mobile Column * ?

Mobile (Column 3)

Continue →

Figure 4.8: Merge SMS: step 2 –Reviewing Imported Recipients

Step two shows you a preview of the first 10 lines of your CSV file, using the *Mobile Column* drop down select which column contains mobile numbers, to continue to compose your SMS click *Continue*.

- ❗ **Ensure that there are no dashes (-) separating the digits and that the number is the correct length in your csv file. You will not have another opportunity to amend your CSV file post upload.**

4.5.2 Composing the Message

Merge SMS

Dashboard / SMS / Merge SMS

MERGE SMS

Campaign Name (Optional)

Allow Replies *
☒ ON

SMS Message *

Dear {{First name (Column 1)}}, please contact our accounts department on 9555 000 to discuss outstanding invoices.

117 Characters

Use Template (Optional)

Select Template

Sender ID *

Replies to Web Inbox/ Email

Available Merge Fields

First name (Column 1)

Surname (Column 2)

Mobile (Column 3)

Email address (Column 4)

Go Back

Schedule Options

Preview Import

Figure 4.9: Merge SMS: step 3 – Composing the Message

To compose the message manually, type the details in the *SMS Message* text area. Where details are to be inserted from the csv file, use the *Available Merge Fields* buttons to insert the required personalised data.

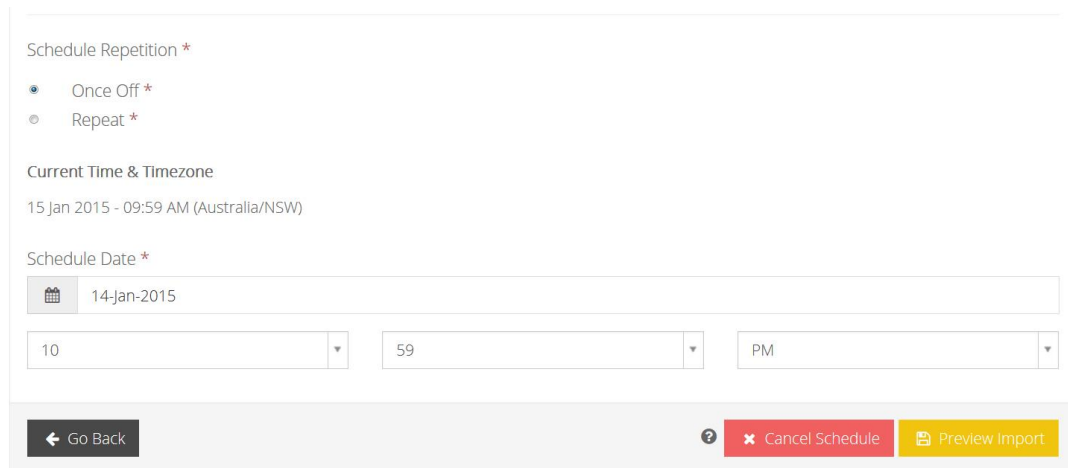
To use an existing message template, select the *Template* from the drop-down list. You can still edit the template in the *SMS Message* text area.

Sending the Message

The following options are available:

- To send the message immediately, click on the *Preview Import* button (refer to 4.5.3);
- To send the message at a later date/time, click on the *Schedule Options* button (refer to section 4.5.4);

4.5.3 Merge SMS Schedule Options



The screenshot shows a web form for scheduling a message. It includes a 'Schedule Repetition' section with radio buttons for 'Once Off' (selected) and 'Repeat'. Below this is the 'Current Time & Timezone' showing '15 Jan 2015 - 09:59 AM (Australia/NSW)'. The 'Schedule Date' section has a calendar icon, a date input field with '14-Jan-2015', and three time input fields: '10' for hours, '59' for minutes, and 'PM' for the period. At the bottom, there is a 'Go Back' button, a 'Cancel Schedule' button with a red 'x' icon, and a 'Preview Import' button with a document icon.

Figure 4.10: Merge SMS: step 3 – Scheduling a Message

To schedule the merged messages for recurrence, refer to section 4.4.

To send the message later and once only, select the date from the calendar and enter the time in the edit boxes.

- !** *You will be prompted to acknowledge the terms and conditions of message sending in the final step of sending or scheduling. It is important at this point to review the total messages about to be sent. It is also important to ensure that you are abiding by all relevant marketing and privacy laws.*
- !** *It is important that you only click “Send Campaign” once and wait for the screen to refresh.*

Can I Update the CSV File after the message has been scheduled for late delivery?

No you cannot. When you click on the *OK* button after setting up the message schedule, the CVS file details are stored on the database.

Any changes you make to the csv file after scheduling the message will not be used.

4.5.4 Merge SMS Preview

Merge SMS

Dashboard / SMS / Merge SMS

39 numbers imported

IMPORT PREVIEW

[Go Back](#) [Refresh Changes](#) [Send Messages](#)

<input checked="" type="checkbox"/>	Phone Number	Message
<input checked="" type="checkbox"/>	+61412640970	Dear Andrew, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61404088271	Dear Angelo, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61418211053	Dear Arthur, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61418739749	Dear Bill, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61410193985	Dear Samantha, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61410472468	Dear Chris, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61408471100	Dear Amanda, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61417044498	Dear Daniel, please contact our accounts department on 9555 0000 to discuss outstanding invoices.
<input checked="" type="checkbox"/>	+61412377315	Dear Michael, please contact our accounts department on 9555 0000 to discuss outstanding invoices.

Figure 4.9: Merge SMS Send Report

The Merge SMS Preview gives an example of the message to be sent, the total number of messages that will be merged, and the opportunity for individuals to be omitted from the merge send.

You are able to de-select any individuals that you would like to be omitted from receiving the message. You must de-select, then click *Refresh Changes*. This will ensure any de-selected contacts will not receive message and the total number of merge contacts summary will be updated.

- ! The confirmation report does not indicate if any of the messages will exceed 160 characters once merged. It is therefore important that when composing the message body, the maximum length of each column being imported is considered. Do remember that the mobile number is not included as part of the message body, and that this does not need to be considered when ensuring that the maximum character limit is not exceeded.**

To send the merged messages, click on *Send Messages* button.

- ! You will be prompted to acknowledge the terms and conditions of message sending in the final step of sending or scheduling. It is important at this point to review the total messages about to be sent. It is also important to ensure that you are abiding by all relevant marketing and privacy laws.**
- ! It is important that you only click "Send Campaign" once and wait for the screen to refresh.**

5 Contacts

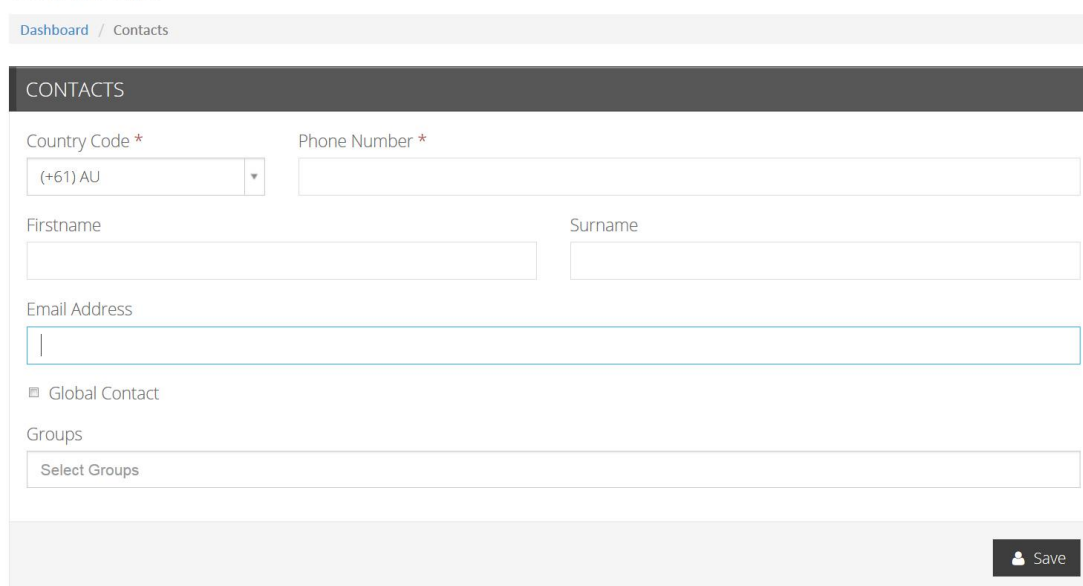
Create and manage personal contacts by storing their details (name, surname, mobile number and email address - optional) in your contacts to save time and simplify sending. In addition to personal contacts, Administrators have the ability to create a global contacts list, which can be viewed by all users on the account.

❗ Only Administrators are granted permission to make amendments to the Global Contact list. Standard users can view and use Global Contacts from the contacts list on the Send SMS page – they will NOT appear in their Personal Contacts list under Contacts.

Access your Contacts by selecting **Contacts** from the **Main Menu**.

5.1 Adding Contacts

Contacts



The screenshot shows the 'CONTACTS' form in the RockendSMS interface. At the top, there is a breadcrumb trail 'Dashboard / Contacts'. The form has a dark header bar with the word 'CONTACTS' in white. Below the header, there are several input fields: 'Country Code *' with a dropdown menu showing '(+61) AU', 'Phone Number *' with a text input field, 'Firstname' with a text input field, 'Surname' with a text input field, and 'Email Address' with a text input field. Below these fields, there is a checkbox labeled 'Global Contact' and a 'Groups' section with a dropdown menu labeled 'Select Groups'. At the bottom right of the form, there is a 'Save' button with a user icon.

Figure 5.1: Add Contacts

The above screen shows a user **Contacts** page where details such as the first name, surname, mobile number and email address of saved contacts can be viewed, managed and searched. Details on how to add personal contacts are provided below. Refer to 5.5 on details on how to search for contacts.

5.2 Manually Adding Contacts

On the **Contacts** page, scroll to the bottom and click **Create Contact**.

Here, you are required to select the Country Code (+61 for Australia and +64 for New Zealand) and fill in the Name, Surname, Mobile Number and Email Address (optional) for the contact you wish to add. You also have the option to add the new contact to an existing Group – see 5.4 for more details on Groups.

- ① **Contacts can be added to Groups at a later stage by selecting them from the Contacts list and modifying the group field.**

5.3 Importing Contacts

On the **Contacts** page, at the top click **Import Contacts**.

Contacts

Dashboard / Contacts

IMPORT NUMBERS ?

Select CSV to import * ?

Browse mp contacts.csv

☒ Description Row * ?
 ☐ Data Only *

	A	B	C
1	First Name	Surname	Mobile Number
2	John	Smith	61410100101
3	William	Jones	61410200102
4	Jane	Evans	61410300103
5	Charles	Prince	61410400104

.CSV

	A	B	C
1	John	Smith	61410100101
2	William	Jones	61410200102
3	Jane	Evans	61410300103
4	Charles	Prince	61410400104
5	Sarah	Thompson	61410500105

.CSV

Next Step →

Figure 5.2: Import Contacts

The function of importing contacts is a time saving method of adding to personal contacts lists. The contact details must be imported from a .CSV file. Refer to Appendix A on how to create a .CSV file.

- ! **The .CSV file should contain the following fields: Name, Surname and Mobile Number – email address is optional.**

Click on the Browse button to locate your saved .CSV file. Using the radio buttons, select whether you file includes a Header Row.

Michael	Williams	61412377315
Sophia	Taylor	61413585590
Total Records Found 45		

Mobile Column *

Firstname

Surname

Email Address

Add to Group

Mobile (Co... ▼

First name... ▼

Surname (... ▼

Email addr... ▼

▼

Process Import →

Figure 5.3: Allocating Columns

Using the drop downs, specify which columns contain each of the contacts details – Mobile Number, Name, Surname, and Email Address. Click **Continue** to process.

- ! **If your .CSV file does not contain one or more of the details, simply leave the dropdown blank.**

5.4 Groups

On the **Contacts** page, select the **Groups** tab.

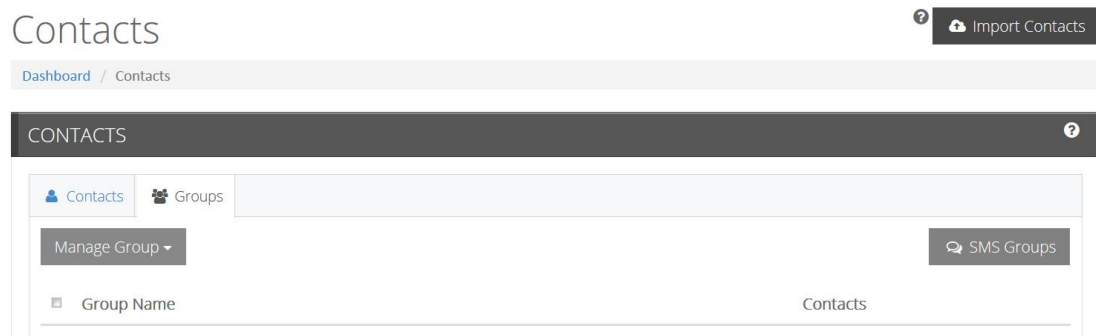


Figure 5.4: Groups

Creating contact groups are useful when sending the same message to a group people. Each contact can belong to more than one group. Personal contact groups are added here and are only visible to the user who creates them. We recommend that you give groups a sensible and obvious name to avoid confusion.

5.4.1 Creating New Groups and Adding Contacts

To create a new group, access the **Contacts** page, select the **Groups** tab, scroll to the bottom of the page and click **Create Group**. Give the group and Name and click Save.

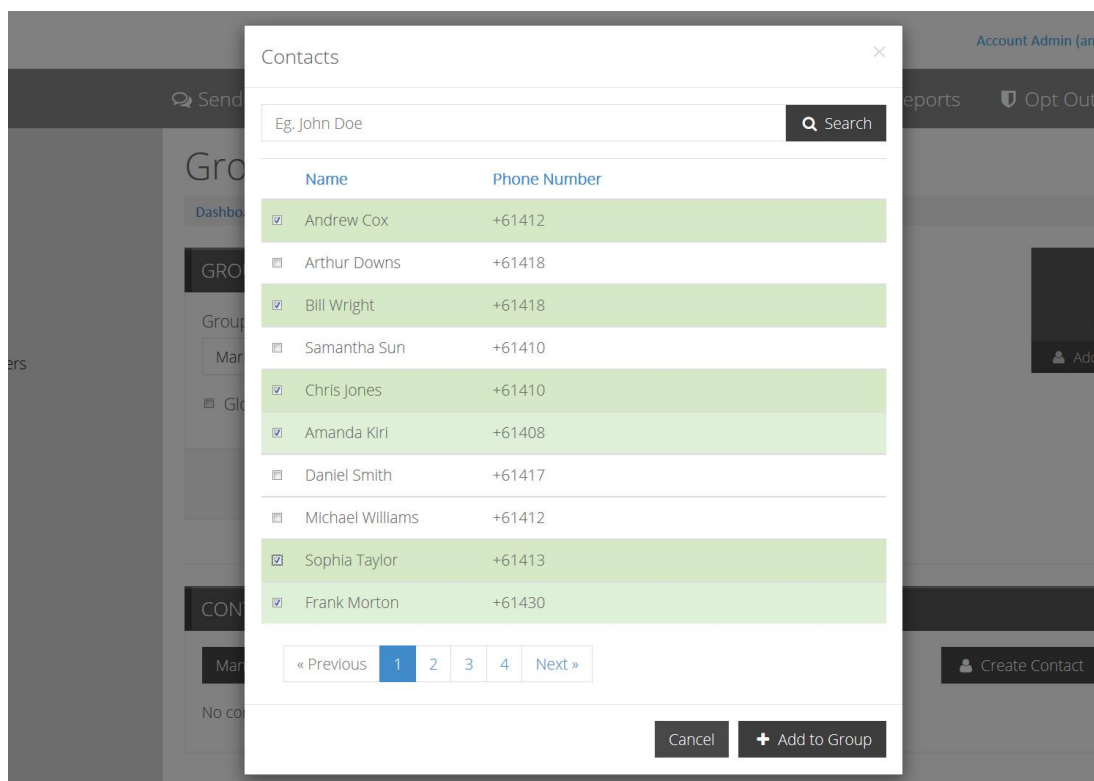


Figure 5.5: Adding Contacts to a New Group

To add saved contacts to a group

The following options are available:

- Add contacts from the **Contacts** tab;
- Add contacts from the **Groups** tab;

From the **Contacts** tab simply select the checkbox of contacts you wish to add to a group. Click on *Manage Contacts* and select your group from the list.

Click on **Groups** tab > click on the group you would like to add recipients to. A total number of recipients allocated to a group will appear on the right hand side. To add contacts to this group, click **Add Contacts to Group**, which appears under the group total. Clicking **Add Contacts to Group** will open window with a list of current personal contacts. Here, you can scroll through or search for contacts to add to the group and save your selection.

5.4.2 Removing a Contact from a Group

To make changes to **Groups**, access the **Contacts** page, select the **Groups** tab and click on the name of the group you wish to modify.

A list of the current contacts allocated to the group will appear. To delete one or more contacts from the group, simply select the check box next to the **Contact** name and click the **Manage Contact** button – select the Remove from Group option to exclude them from the group.

5.4.3 Deleting a Group(s)

To delete a *Group* entirely, access the **Contacts** page, select the **Groups** tab. Select the Group you wish to delete by clicking the check box next to its name and click the *Manage Group* button on the top of the page – select *Delete Groups*.

5.5 Find Contacts

The Contacts page allows you to scroll through your saved contacts as well as use a sophisticated Search Bar which will do all the hard work for you.

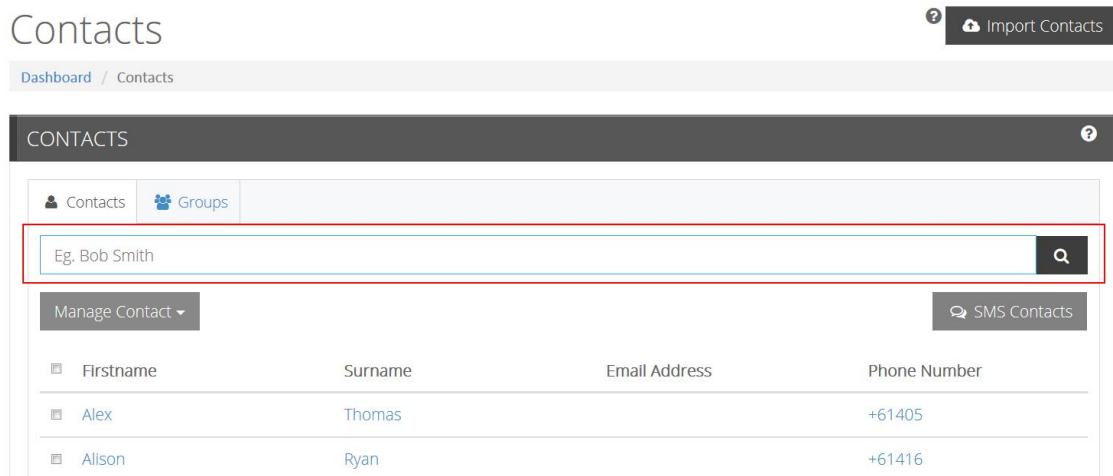


Figure 5.6: Find Contacts

For quick search, use the *Search Bar* at the top of the **Contacts** list to type the name, surname, mobile number or email address of the contact you are looking for. Alternatively you can use the scroll bar to manually search the list or click on column names to sort by column.

5.5.1 Modifying Contacts

To modify the details of a contact, perform a search as described above. Click on the contact name to view and manage their details. Make the required modifications and click on the Save button.

5.5.2 Deleting a Contact

To delete a contact entirely, access the **Contacts** page and select the contact you wish to delete by clicking the check box next to their name. Click the *Manage Contacts* button on the top of the page – select *Delete Contacts* to remove the contact from your list.


6 Templates

The Templates page allows for the modification of existing templates and the creation of new templates.

6.1 Personal Templates

Access the **Templates** page by selecting **SMS** from the main menu and click **Templates**.

Administrators have the ability to create global templates, which can be viewed and used by all users on the account.

 *Only **Administrators** are granted permission to make amendments to global templates.*

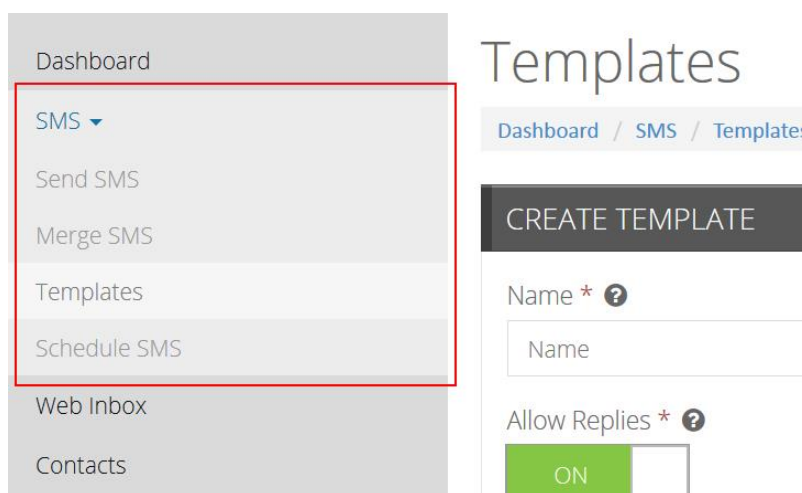


Figure 6.1: SMS Menu - Templates

Templates offer a time saving method of sending the same message on a regular basis. Personal templates are only visible to the user who creates them.


6.1.1 Creating Personal Templates


To add a new template, select **SMS** from the main menu, click **Templates** and click the **Create Template** button at the bottom of the page.

Templates


Dashboard / SMS / Templates / Create Template

CREATE TEMPLATE


Name * 

Allow Replies * 

☒ ON


Sender ID * 

Replies to Web Inbox/ Email

SMS Message * 

SMS Message

0 Characters 1 Message Parts

☐ Include Merge Fields 


☐ Global Template

[Go Back](#) [Save](#)

Figure 6.2: Creating Templates

Enter new template Name, select the reply options for the template (these can be modified at time of send if necessary) and type in your message. To use merge data from your **Contacts** list, click the **Include Merge Fields** check box to view the available options.

 ***If merge fields are used in a message Template sent to a recipient who is not a saved Contact, those fields will be left blank in the message.***

 ***Administrators will have the option to save as a Global Template in order to make it accessible to all users on the account.***

 ***Remember to make the contents of the message template flexible for re-use.***

6.1.2 Modifying Personal Templates

Access the **Templates** page by selecting **SMS** from the main menu and click **Templates**. Click on the template name to open and edit its details. Make the required modifications and click on the **Save** button.

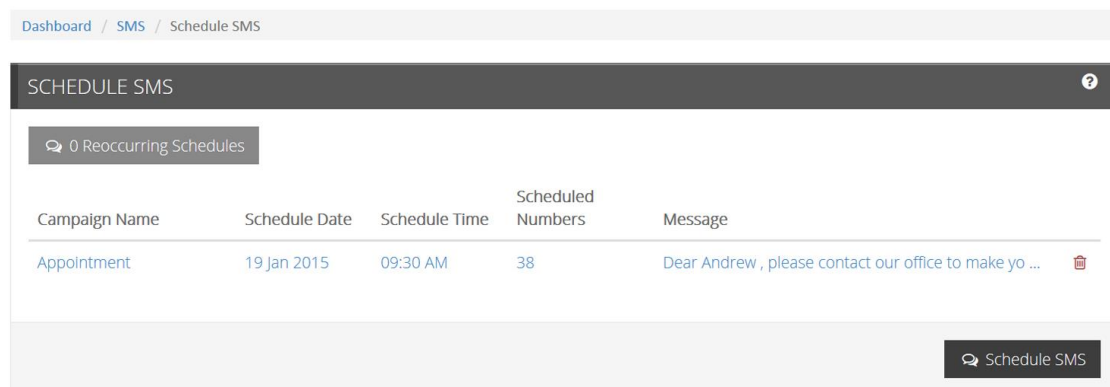
6.1.3 Deleting Personal Templates

Access the **Templates** page by selecting **SMS** from the main menu and click **Templates**. Locate the template in your list and click on the Bin icon in the same row. Follow the prompts to *delete*.


7 Schedule Messages

To view Scheduled Messages, select **SMS** from the main menu, click **Schedule SMS**.

Schedule SMS



The screenshot shows the 'Schedule SMS' interface. At the top, there is a breadcrumb trail: 'Dashboard / SMS / Schedule SMS'. Below this is a dark header bar with the text 'SCHEDULE SMS' and a help icon. A message box indicates '0 Reoccurring Schedules'. The main area contains a table with the following data:

Campaign Name	Schedule Date	Schedule Time	Scheduled Numbers	Message
Appointment	19 Jan 2015	09:30 AM	38	Dear Andrew , please contact our office to make yo ... 

At the bottom right, there is a button labeled 'Schedule SMS'.

Figure 7.1: Scheduled Messages Log

Figure 7.1 above shows the **Schedule Message** Log screen that displays all scheduled messages until they are due for delivery. Once the messages have been delivered they can be viewed on the *Message Log* screen. This tool provides a useful way of keeping track of schedules that have been configured.

This page will display a summary of each of the scheduled messages including, date, time, number of recipients and message contents.

7.1 Modifying a Scheduled Message

Select **SMS** from the main menu and click **Schedule SMS**. To modify, click on the Campaign Name or Scheduled Date of the scheduled message you wish to edit. This will reopen the message in the **Send SMS** screen. Here, you can make and changes to recipients, reply options, message body, schedule time, date or frequency and re-save.

7.2 Deleting a Scheduled Message

Select **SMS** from the main menu and click **Schedule SMS**. Locate the **Scheduled Message** in your list and click on the **Delete** icon in the same row. Follow the prompts to delete.

8 Manage Opt Outs

When conducting marketing or call to action messages that ARE NOT part of a commercial business process, messages must contain an Opt-Out provision. One option is to include the following wording at the end of the message – “*To Opt Out Call (Phone#)*”. Another more automated process is to allow recipients to reply *STOP*. You will need to have *Allow Replies* switched ON and set to Replies to Web Inbox/Email.

When recipients respond with the word *STOP* in their message, Rockend SMS Online will automatically place their number into the **Opt Outs** list.

ⓘ This could be in either upper or lower case – the system will accept both as an Opt Out request.

Their number will be stored in the **Opt Outs** list until it is manually removed. Whilst this number is in the **Opt Outs** list, any attempts to send to this number will be blocked.

You can also manually enter a number into the **Opt Outs** list.

ⓘ Ensure you have express permission from the owner of the mobile number prior to removing it from the Opt Outs list.

Opt Outs

Dashboard / SMS / Opt Outs

OPTOUT KEYWORDS ⓘ

UNSUBSCRIBE STOP ⓘ

Create Word

OPT OUTS

Number	Date Added	
+61410	15 Jan 2015	×
+61487	15 Jan 2015	×
+61402	15 Jan 2015	×
+61414	15 Jan 2015	×

Import Numbers Add Number

Figure 8.1: Opt-out List

9 Reports

To view message sent and received from your account, select **Reports** from the main menu and click **Personal Reports**. Rockend SMS Online includes a comprehensive reporting system to ensure that every message you send and every response you receive is logged and visible at the touch of a button.

📌 Administrators have added reporting functionality – they are able to view Global Reporting which details all messages sent from the account from all users.

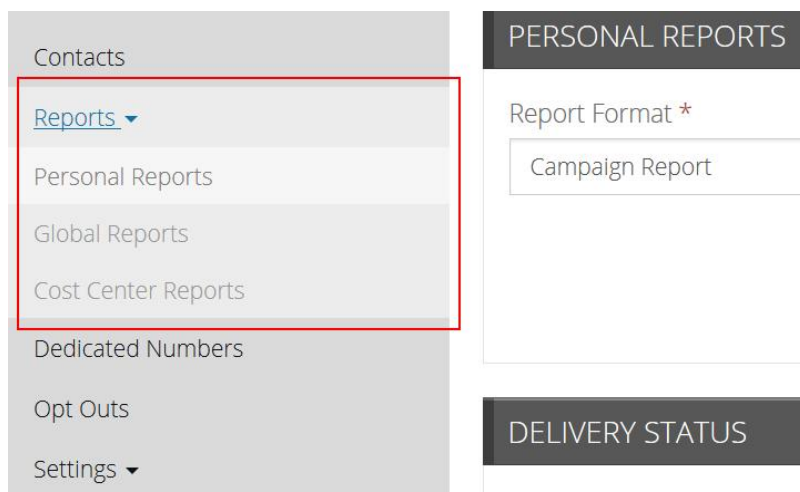


Figure 9.1: Report Menu – Personal Reports

9.1 Campaign Reports

This report gives an overall summary of the number of messages sent and replies received during a specified period

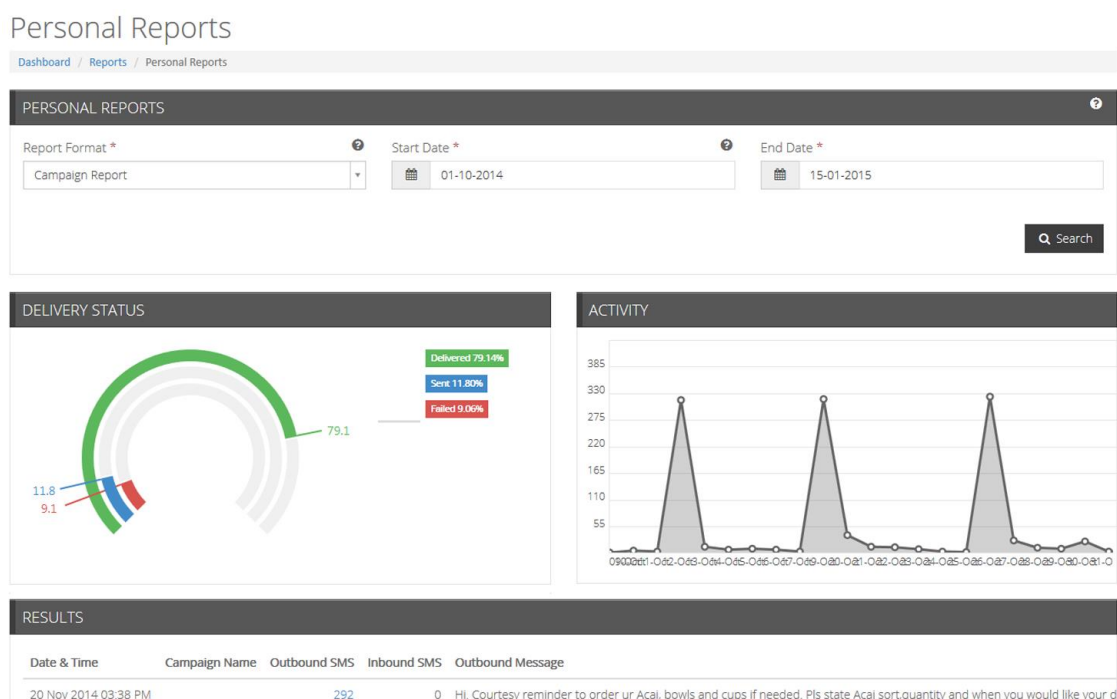


Figure 9.2: Campaign Report

The overall status of messages sent during your selected period is demonstrated in progress graphs at the top. Each broadcast appears on one line with the following details - **Date** of send, **Time** of send, **Campaign Name**, **Outbound SMS** - the number of recipients sent this message, **Inbound SMS** - replies received from that message by those recipients, **Outbound Message** - message content, **Summary** - message delivery status.

*To drill down further and view the recipient details for this campaign, click on in the number which appears in the **Outbound SMS** column for further details relating to that particular broadcast.*

9.2 Detailed Reports

Detailed reports reveal all details of each individual message submitted i.e. Sender ID, each recipient number, message content and delivery status. You are also able to use additional filters such as **Phone Number** and **Delivery Status** to drill down on your results.

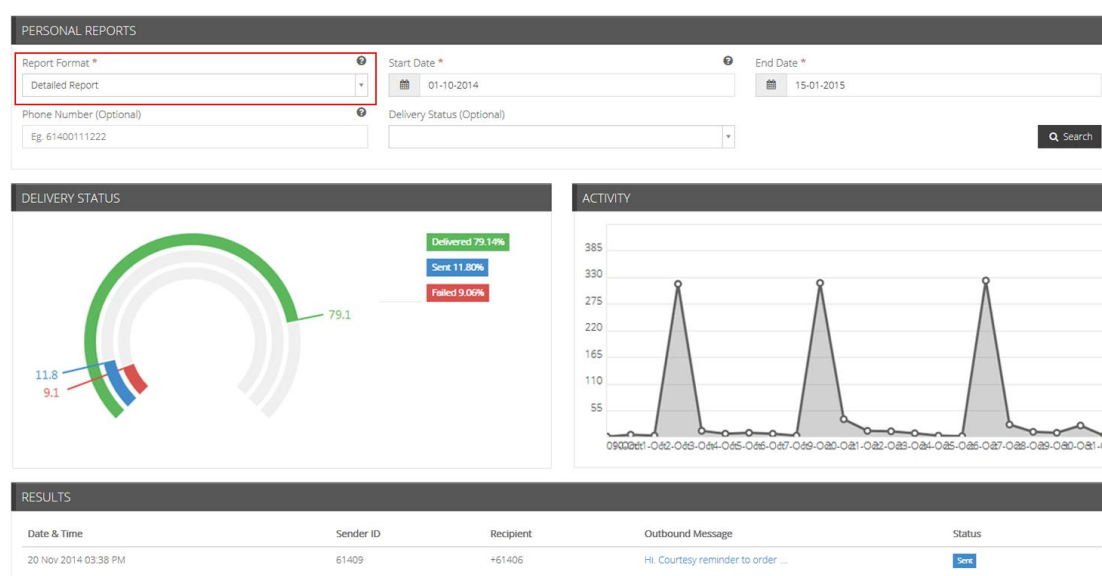


Figure 9.3: Detailed Report

The overall status of messages sent during your selected period is demonstrated in progress graphs at the top. Each individual message sent will appears on one line - **Date** of send, **Time** of send, **Sender ID** – indicates the Reply Option used, **Recipient** – mobile number of recipient, **Message** - message content and **Summary** - message delivery status

- ❗ **If you have enabled Replies for a campaign, the Sender ID will be shown as “Replies Enabled”. If you have chosen not to receive replies to your message by allocating an authorised alphanumeric Sender ID, this will appear in this column. Replies to any of these messages will be indicated with a badge in the Sender ID column.**
- ❗ **To drill down further and view the recipient details for this campaign, click on in the number which appears in the Outbound SMS column for further details relating to that particular broadcast.**

9.3 Periodic Reports – Daily, Monthly, Yearly

Periodic reports give you the total number of messages sent per period from your account – **Daily Report** for example is as follows:

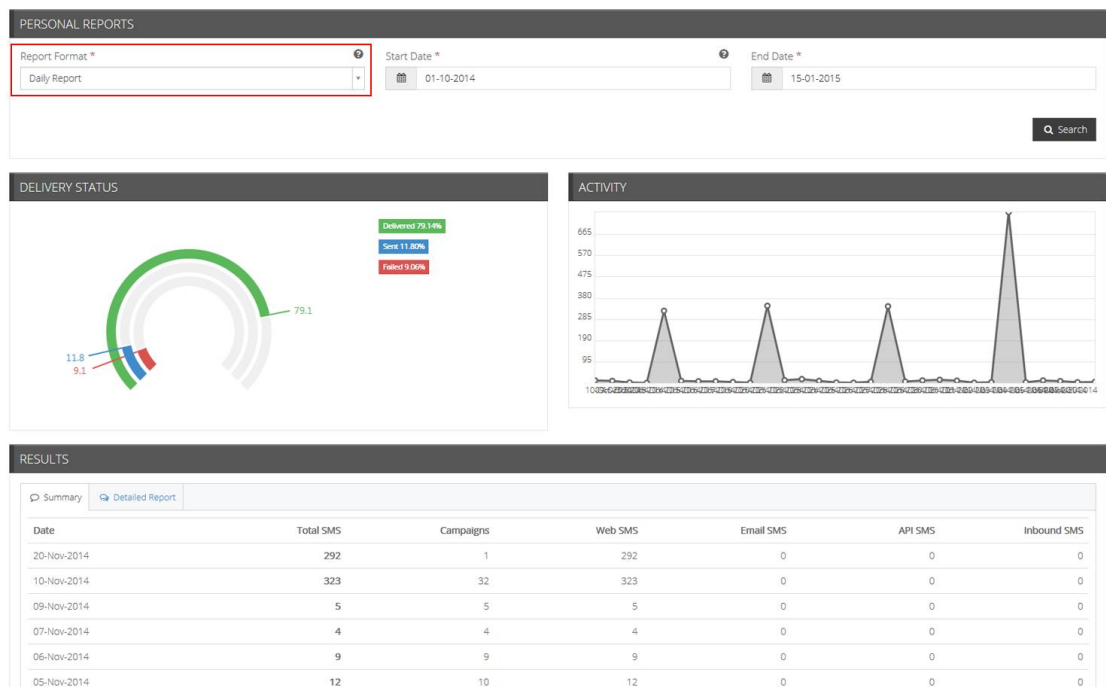



Figure 9.4: Daily Reports

Summary Tab will show you a total number of messages sent per day for the date range specified - each line is broken down into **Total SMS** sent, the number of broadcasts completed and how many of those messages were sent via **WebSMS**, **EmailSMS**, **API** and any **Replies**.

Detailed Report Tab will show you a **Detailed Report** of messages per day - each message sent during your selected period, will appear on a separate line.

10 Management (Administrators Only)

Administrators are able to add and remove users from the account. This is a feature in Rockend SMS Online and allows for unlimited user provisions.

 **Administrators must be vigilant to remove any users no longer authorised to use Rockend SMS Online.**

10.0.1 Viewing Current User List


Select **Management** from the main menu and click **User Management**. A current list of users on your account will appear – drill down; you are able to use the search functions at the top of the screen. User details such as Name, Username, User Creation Date and Status will be visible

Manage Users

Dashboard / Manage Users

MANAGE USERS

Search Options * Search Users *

Username / Account Name Eg. Bob Jane OR bob@jane.com.au  Search

MANAGE USERS (16 OF 16)








Name	Username	Date Created	
Carol Murphy	cmurphy@email.com.au	24 Dec 2014	 
Cavell Cooper	ccooper@email.com.au	24 Dec 2014	 
Doug Disher	ddisher@email.com.au	24 Dec 2014	  

Figure 10.1: User Management

10.0.2 Edit User

Select **Management** from the main menu and click **User Management**. From the list of users, click on the *Username* of the user profile you wish to modify – user settings open and can now be edited.

Manage Users

Dashboard / Manage Users / Carol Murphy

CAROL MURPHY (CMURPHY@EMAIL.COM.AU)

Firstname *	Surname *
<input type="text" value="Carol"/>	<input type="text" value="Murphy"/>
Email Address *	
<input type="text" value="cmurphy@email.com.au"/>	
Your email address is your username	
Mobile Number	
<input type="text" value="0418888000"/>	
Permission *	
<input type="text" value="User"/>	
Status *	
<input type="text" value="Active"/>	

SMS OPTIONS

Reply Option *	Default Sender Id *
<input checked="" type="checkbox" value="ON"/>	<input type="text" value=""/>
Default SMS Country *	Timezone *
<input type="text" value="Australia"/>	<input type="text" value="Queensland"/>

EMAIL TO SMS

Email To Sms *

If enabled username will be automatically added as an allowed sender.

cmurphy@email.com.au

Figure 10.2: Edit User Screen

You can now edit fields such as name, surname, email address, permission, status, cost centre, default reply settings, accepted email addresses for EmailSMS and notifications.

10.0.3 Create New User

Select **Management** from the main menu, click **User Management** and click the *Create User* button at the bottom of the screen. The new user form will appear:

CREATE USER

Firstname *	Surname *
<input type="text" value="Ben"/>	<input type="text" value="Luck"/>
Email Address *	
<input type="text" value="bluck@email.com.au"/>	
Your email address is your username	
Mobile Number	
<input type="text" value="0417000777"/>	
New Password *	
<input type="text" value="BWMKUV"/>	
Permission *	
<input type="text" value="User"/>	
Status *	
<input type="text" value="Active"/>	
Account Number	Cost Centers
<input type="text" value="-2068390275"/>	<input type="text" value="All Cost Centers"/>

SMS OPTIONS

Reply Option *	Default Sender Id *
<input checked="" type="checkbox" value="ON"/>	<input type="text" value="CompanyNAME"/>
Default SMS Country *	Timezone *
<input type="text" value="Australia"/>	<input type="text" value="New South Wales"/>

EMAIL TO SMS

Email To Sms *

If enabled username will be automatically added as an allowed sender.

NOTIFICATIONS

Daily Delivery Summary Email *

Reply to Email *

☒ Send Welcome Email

☒ management.users.form.api_keys

Figure 10.3: Create New User

Fill in the below details for the user you wish to add to your account:

- First Name - mandatory
- Surname - mandatory
- Email Address - this will become their Username
- Mobile Number – this is optional
- Permission – either Standard User or Administrator
- Status – Active
- SMS Options – set the default reply options for the user. These can be changed at time of sending if necessary.
- Email to SMS – Enabled by default, add any additional email addresses the user may have to enable SMS from email.
- Notifications - Elect to enable a daily summary email of messages sent from your account, email notification of replies to messages sent from Rockend SMS Online and whether to send a welcome email with login details to the new user.

11 Changing Your Password

Select Setting from the main menu and click Profile & Settings. Under Settings, click the Reset Password link and follow the prompts to change your password.

SETTINGS - BEN LUCK

Firstname *
Ben

Surname *
Luck

Username
bluck@email.com.au

Mobile Number
+61417000777

[Change Username or mobile number](#) [Reset Password](#)

Password (Leave blank to remain unchanged)
.....

Repeat Password
.....

☐ Show Password

EMAIL TO SMS OPTIONS

To use email to SMS, simply email *phone-number@sms.messageport.com.au* and the body of your message will be converted to a SMS message.

Email to SMS *
Enabled

Maximum Message Parts *
1

Email to SMS List
bluck@email.com.au

[Setup email-to-sms addresses](#)

[Save All](#)

Figure 11.1: Changing Your Password

12 Appendix A – Creating a CSV File

A csv (comma delimited) file can only be created using a spreadsheet. For the purposes of the example, MS-Excel has been used. Open MS-Excel as a blank spreadsheet. Follow the steps below to create a csv file:

- Enter the details required (mobile number, name, etc.) into the spreadsheet using a new column for each of the headings.
- Before saving the spreadsheet, if there is more than one sheet per book, right-click on the unused sheet's tab and select *Delete* from the pop-up menu. The csv file format does not support multiple sheets per book.
- Click on the File menu and select *Save As*. Select a location and enter a file name. Using the *Save As Type* drop-down list, select CSV (Comma Delimited) from the list. Click on the *Save* button.
- A warning message appears because there is a possibility that the spreadsheet may contain some features that are not compatible with csv. Click on the *OK* button to continue.
- The spreadsheet is now ready to be imported by Rockend SMS Online.

The cells that the mobile numbers are in must be formatted as text cells. To do this, highlight the column containing the mobile numbers, right-click in one of the cells and select *Format Cells* from the pop-up menu. On the *Number* tab, select *Text* from the *Category* list and click on the *OK* button. If the formatting is applied after the cells were populated, check to make sure the mobile numbers still start with a zero.

13 Appendix B – Frequently Asked Questions (FAQ)

- 1 What is SMS?
- 2 What is Rockend SMS Online?
- 3 How do I access the Rockend SMS Online application?
- 4 What do I do if I have a problem logging in?
- 5 How do I send an SMS text message?
- 6 How do I send a message to multiple recipients?
- 7 Can I send more than 160 characters in one message?
- 8 Who can receive an SMS text message sent from Rockend SMS Online?
- 9 Is there a limit on the number of messages I can send?
- 10 How do I recall a message once I have clicked SEND?
- 11 How do I view messages that I have sent?
- 12 How do I schedule a message for delivery at a later time?
- 13 Can I schedule a message for recurring delivery?
- 14 How do I view messages that I have scheduled for future delivery?
- 15 How do I delete messages that I have scheduled for future delivery?
- 16 What is the Contacts List?
- 17 How do I add an entry to Contacts?
- 18 How do I create a Group in Contacts?
- 19 Can I import contacts into my saved Contacts?
- 20 How do I search for a Contact?
- 21 How do I modify an entry in the Contacts List?
- 22 How do I delete an entry from the Contact List?
- 23 What is a message template?
- 24 How do I create a message template?
- 25 How do I modify an existing template?
- 26 How do I send a message to a list of mobile phone users who are not in my Contacts?
- 27 Who would use copy + paste bulk numbers?
- 28 Why use copy + paste bulk numbers when you have a Contacts List?
- 29 What is Merge SMS?
- 30 Who would use Merge SMS?
- 31 How do I create a Merge SMS message?
- 32 Can a user reply to a message that I send?

1. What is SMS?

SMS is a Short Message Service text message that can be sent to or from most mobile phones. One message part is made up of 160 text characters including spaces.

2. What is Rockend SMS Online?

Rockend SMS Online is an application that allows you to send SMS messages to mobile phones through a web-based interface. It is a fast and easy-to-use communication method to keep you in touch with your employees and customers.

3. How do I access the Rockend SMS Online application?

To access Rockend SMS Online, visit www.rockendsms.com.au. You would have received login credentials upon sign up, however if you require these to be re-sent to you, simply click on the "Forgot Password" link under the login area. If you are not currently registered for Rockend SMS Online, contact your System Administrator.

4. What do I do if I have a problem logging in?

If you are having a problem logging in to the Rockend SMS Online application, please check that you have entered your login details correctly. Your login details are case sensitive; hence, ensure that your Caps Lock is not on. To ensure you are using the correct details, have your login credentials re-sent to you but clicking on the "Forgot Password" link under the login area. If you are still experiencing difficulties, contact Rockend SMS support@edgility.com.au

5. How do I send an SMS text message?

To send a message, select **SMS** from the main menu and *Send SMS* from the submenu. Then follow the steps outlined below:

- Select recipients from your *Contacts*, *Groups* or manually type the mobile number(s) in the *Enter Numbers* field
- Configure your Sender ID/reply options
- Type your message into the *SMS Message* text area of the screen or select from a pre-saved message Template. One standard SMS messages is a maximum of 160 characters. Rockend SMS Online will allow you to exceed 160 characters, but this will be sent as a second message. As you type your message, the *Characters* counter under the *SMS Message* box, will count characters and messages about to be sent.
- Click on the *Send SMS* button. Your message will be sent to the recipient you specified.

Recipients whose number is not in the contacts list can be manually typed in the Recipients field.

6. How do I send a message to multiple recipients?

To send a message to multiple recipients, select **SMS** from the main menu and *Send SMS* from the submenu. Then follow the steps outlined below:

- Select recipients from your *Contacts*, *Groups* or manually type the mobile number(s) in the *Enter Numbers* field
- Configure your Sender ID/reply options
- Type your message into the *SMS Message* text area of the screen or select from a pre-saved message Template. One standard SMS messages is a maximum of 160 characters. Rockend SMS Online will allow you to exceed 160 characters, but this will be sent as a second message. As you type your message, the *Characters* counter under the *SMS Message* box, will count characters and messages about to be sent.
- click on the *Send SMS* button. Your message will be sent to the recipient you specified.

7. Can I send more than 160 characters in one message?

Yes, Rockend SMS Online has been designed to allow you to send more than 160 characters. Due to parameters set by the carriers, any message exceeding 160 characters will be sent as two messages and any messages exceeding 320 characters will be sent as three messages and so on. The recipient will however receive the

multiple message as one extended message. The character counter below the *SMS Message* text area will clearly display the length of your message and how many credits required to send.

8. Who can receive an SMS text message sent from Rockend SMS Online?

Any mobile/ smart phone capable of receiving SMS text messages can receive an SMS text message from Rockend SMS Online. However, there are some important restrictions on who you can send Rockend SMS messages to, and for what reason. For example, you cannot send marketing messages unless certain criteria (including gaining the recipient's consent) are satisfied. These restrictions are set out in detail in the Rockend SMS Terms and Conditions – legislative guidelines are available here:

[View AUS Spam Act](#)

[View NZ Spam Act](#)

9. Is there a limit on the number of messages I can send?

If you are a “pre-paid” customer, your company's Rockend SMS System Administrator may have set a monthly limit on the number of messages you can send. Your SMS limit is displayed in Dashboard (home page). Your limit is automatically re-set on a monthly basis. Unused messages are not carried over to the following month.

If you run out of messages, contact your company's Rockend SMS System Administrator. Rockend SMS is unable to increase your monthly limit.

10. How do I recall a message once I have clicked SEND?

You will have a chance to review and confirm the message you wish to send after click *Send*. The next screen will give you a summary of the message and ask you to agree to terms and condition, then click *Send Campaign*. You cannot recall a message once you've clicked on the *Send Campaign* button. Therefore, use the confirmation page to carefully check the content and message recipients before you send the message.

11. How do I view messages that I have sent?

To view messages that you have sent previously, select **Reports** from the *Main Menu*.

12. How do I schedule a message for delivery at a later time?

To schedule a message for later delivery, follow the steps outlined below:

- Compose your message in the normal way by entering the message recipients and the message text.
- Click on the *Schedule Options* button;
- Select the delivery date on the calendar;
- Enter the delivery time in the *Hour* and *Minute* fields;
- Click on the *Save Schedule* button;
- Click on the *Schedule Campaign* option of the dialogue check box after you have confirmed details.

13. Can I schedule a message for recurring delivery?

Yes. To schedule a message for recurring delivery, follow the steps outlined below:

- Compose your message in the normal way by entering the message recipients and the message text.
- Click on the *Schedule Options* button;
- Select the *Repeat* option from the *Schedule Options* menu;
- Make your selections;
- Click on the *Save Schedule* button;
- Click on the *Schedule Campaign* option of the dialogue check box after you have confirmed details.

14. How do I view messages that I have scheduled for future delivery?

To view messages that you have scheduled for future delivery, follow the steps outlined below:

- Click on the *SMS* from the Main Menu and select *Schedule SMS*;
- Select the message from the list of matching records to view the details or make changes.

15. How do I delete messages that I have scheduled for future delivery?

To delete a message that you have scheduled for future delivery, follow the steps outlined below:

- Click on the *SMS* from the Main Menu and select *Schedule SMS*;

- Find the scheduled message from the list and click on the *Trash* icon to delete the schedule.

16. What is the Contact List?

Contact works as your online SMS address book and provides you with easy access to your contacts when you are sending messages.

Entries in your *Contacts* are sorted by *Personal* addresses or *Global* addresses. *Contact* may be stored as individual contacts or group contacts. Messages can be sent to any combination of individuals or groups in your *Contacts* list.

17. How do I add an entry to Contacts?

To add an entry to your *Contacts* list, follow the steps outlined below:

- select *Contacts* from the *Main Menu*;
- select *Create Contact*
- enter the first name, surname, mobile number and email address (optional);
- you can add this contact to a group, by selecting the group name from the *Add to Group* drop-down list;
- click on the *Save* button.

18. How do I create a Group in Contacts?

To create a group, follow the steps outlined below:

- select *Contacts* from the *Main Menu*;
- select the *Group* tab;
- click the *Create Group* button
- enter the name of the group in the *Create Group* edit box and *Save*;

To add contacts to this group:

- search for contacts to add to the list;
- click the check boxes of the contacts you wish to add to the group;
- click on *Manage Contacts* dropdown box and select the desired group

19. Can I import contacts into my saved Contacts?

Yes, you can import contacts from a CSV file. For more details on importing contacts, refer to section 5.3.

20. How do I search for a Contact?

To find an entry in your *Contacts List*, follow the steps outlined below:

- select *Contacts* from the *Main Menu*;
- Begin typing the first name, last name or mobile number in part or full and into the search bar and click enter

21. How do I modify an entry in the Contacts List?

To modify a *Contact*, follow the steps outlined below:

- Select *Contacts* from the *Main Menu*;
- Search for *Contact* you want to modify;
- From the list displayed, click on the contact;
- Make the modifications in the edit boxes and click on the *Save* button.

22. How do I delete an entry from the Contact List?

To delete an entry from the *Contacts List*, follow the steps outlined below:

- Select *Contacts* from the *Main Menu*;
- Search for the *Contact* you want to delete;
- Tick the checkbox, select *Manage Contacts* dropdown and select *Delete Contacts*.

23. What is a message template?

A message template is a pre-saved message that you can select for sending repeatedly. For example, you may want to send a particular message on a regular basis, and, rather than re-type the message each time, you can save the message as a template in order to re-use it again.

24. How do I create a message template?

To create a message template, follow the steps outlined below:

- Select *SMS* from Main Menu and then *Templates* ;
- Select *Create Template*;
- Name your *Template*;
- Select your *Reply Options*;
- Type the message text in the box provided;
- Click on the *Save* button.

You may also create a template “on the run”. From the sending screen you can enter a manual message and click the *Save As* button. This will allow you to name and save your template.

25. How do I modify an existing template?

To modify an existing template, follow the steps outlined below:

- Select *SMS* from Main Menu and then *Templates* ;
- Select the *Template* you would like to modify;
- Make your changes;
- Click on the *Save* button.

26. How do I send a message to a list of mobile phone users who are not in my Contacts?

In order to send a message to a list of mobile phone numbers that are not in your contacts, you can copy + paste a list of bulk numbers directly into *Enter Number* tab from the **Send SMS** screen. For more information on bulk numbers, refer to section 4.2.2.

27. Who would copy + paste of bulk numbers?

Companies who would like to send one SMS text message to a large group of people would use copy + paste bulk numbers method. However, as explained in question 8, there are important restrictions regarding who you can send messages to. These restrictions apply to bulk messages. Read the Rockend SMS Terms and Conditions very carefully before sending bulk messages.

Example: An insurance company wishes to send a notification message to a group of 100 customers (who have opted in to receive these messages) regarding the expiry of their car insurance policy, and request the customers to call to arrange renewal.

The message text might read: 'Dear customer, your car insurance policy expires next month. Please call us on 130000 to arrange renewal.'

Using the bulk numbers feature, the user can upload or copy and paste the mobile phone numbers of all 100 customers and the message will be sent to all specified mobile phones

28. Why use copy + paste bulk numbers when you have a Contacts List?

The reason for using the copy + paste bulk numbers feature is because the mobile phone numbers you want to SMS are not necessarily in your Contacts List. In the above example, where an insurance company sends messages to remind customers that their insurance policy is about to expire, the numbers would differ from month to month. Thus, the relevant numbers for each month are provided by an external system.

29. What is Merge SMS?

Merge SMS allows you to send an SMS message to multiple recipients, and have the message customised for each individual recipient. Remember that there are important restrictions regarding who you can send messages

to, and for what reason. These restrictions apply equally to messages sent using Merge SMS. You should read the Rockend SMS Terms and Conditions and legislative guidelines carefully before using mail merge.

[View AUS Spam Act](#)

[View NZ Spam Act](#)

30. Who would use Merge SMS?

Companies who would like to personalise their communication with staff and customers would use Merge SMS.

Example: An insurance company wishes to send a notification message to a group of 100 customers regarding the expiry of their car insurance policy, and request that the customers call for renewal.

The insurance company has made sure it satisfies the requirement for sending marketing messages (including gaining the customers' consent) before it sends this message using Merge SMS.

The insurance company may wish to create a message which includes the customer's name, their insurance policy number and the date on which the policy is due to expire.

A file containing the customers' names, insurance policy numbers and expiry dates would be merged with this message.

The following are examples of the messages that would get sent after Merge SMS:

SMS1: Dear Mr Atkinson, your car insurance policy XY04365 will expire on 30/11/15. Please call us on 130000 to arrange renewal.

SMS2: Dear Mrs Barwell, your car insurance policy XY85739 will expire on 05/12/15. Please call us on 130000 to arrange renewal.

31. How do I create a Merge SMS message?

For more details on how to create a Merge SMS message refer to section 4.5.

32. Can a user reply to a message that I send?

Yes. In the *Send SMS* screen, you are able to select your *Reply* option. Options include *Web Inbox*, where replies will come directly back into the Rockend SMS Online *Web Inbox* (see *Web Inbox* option under *SMS Sending Option*). You are also able to choose *Reply To "Own Number"* where replies can be directed back to the sender's mobile number.