



Inbound SMS User Guide

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1: Introduction

This document provides instructions for using the Click SMS Inbound SMS service to receive SMS messages to a virtual mobile number (VMN) and managing the SMS auto-response, message forwarding and reporting options provided.

The Inbound SMS service has been designed with flexibility in mind and can be used in a multitude of ways – as a reply number for feedback; surveys and competitions; for collecting subscriber data and receiving automated texts from telemetry systems; corralling sales enquiries; getting appointments confirmed by text and much more. You can also use your VMN as a means to text people from your mobile by setting up message forwarding to SMS recipient groups, who can then be reached collectively by a single text sent to your VMN.

The main features of the Inbound SMS service are described below:

SMS inbox

View online, messages received to your VMN and/or download a report in Excel format.

Send SMS auto-response

Send an SMS auto-response when a message is received to your VMN. Control whether a reply is sent to the message sender – i.e. never, just the once or at a set interval.

Forwarding via email

Forward the received SMS message via email to a designated forwarding address.

Forwarding via SMS

Send the received message to any number of recipient mobile numbers or Click SMS Groups via SMS. Ideal for 'out in the field' communications when internet connections are lost and/or fast delivery of any critical message content.

Forwarding via HTTP POST

Forward SMS messages to a URL, enabling integration of your inbound SMS service with your website or business applications.

Auto Group subscription

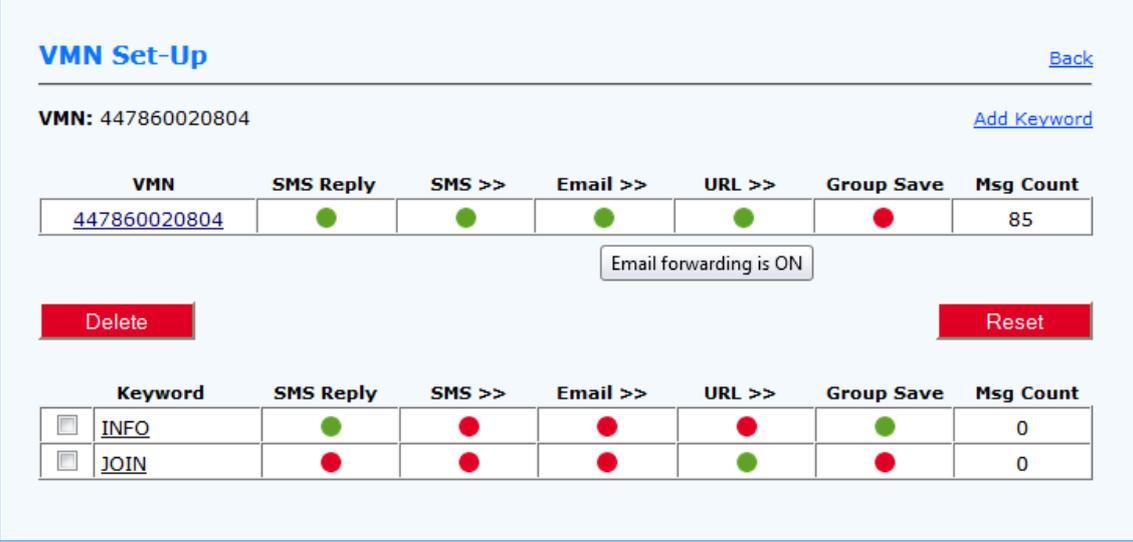
Save sender mobile numbers for received messages to an SMS group.

Set up keywords

Based on the first word in the received text message, each keyword can be configured with their own SMS auto-response and message forwarding options. Any number of keywords can be configured. For example, keywords (A, B, C etc.) might be configured for a survey feedback with tailored SMS auto-response and forwarding options set depending on the message received.

2: Getting Started

After logging on, select the **Receive SMS** menu option to access the **VMN Set-Up** page as shown below. This page provides an 'at a glance' view of your VMN settings. The status of the auto-response and message forwarding options is indicated by the colour of the circle within each option – red indicating switched off and green switched on. In the example displayed the VMN is configured to send an SMS auto-response and forward the received message via email, unless the received message starts with a word that matches an existing keyword, in which case the keyword SMS auto-response is sent and the sender mobile number is saved to an automatically created SMS subscriber Group.



The screenshot shows the 'VMN Set-Up' interface. At the top, it displays the VMN number '447860020804' and a 'Back' link. Below this is a table of settings for the VMN, with columns for 'VMN', 'SMS Reply', 'SMS >>', 'Email >>', 'URL >>', 'Group Save', and 'Msg Count'. The 'SMS Reply', 'SMS >>', and 'Email >>' options are indicated by green circles (ON), while 'Group Save' is indicated by a red circle (OFF). The 'Msg Count' is 85. Below the table, there is a 'Delete' button on the left and a 'Reset' button on the right. A status box indicates 'Email forwarding is ON'. At the bottom, there is a table of keyword rules with columns for 'Keyword', 'SMS Reply', 'SMS >>', 'Email >>', 'URL >>', 'Group Save', and 'Msg Count'. Two keywords are listed: 'INFO' and 'JOIN'. For 'INFO', 'SMS Reply' is ON (green), while 'SMS >>', 'Email >>', and 'URL >>' are OFF (red), and 'Group Save' is ON (green). For 'JOIN', 'SMS Reply', 'SMS >>', and 'Email >>' are OFF (red), while 'URL >>' is ON (green), and 'Group Save' is OFF (red). The 'Msg Count' for both keywords is 0.

VMN	SMS Reply	SMS >>	Email >>	URL >>	Group Save	Msg Count
447860020804	●	●	●	●	●	85

Delete Reset

Keyword	SMS Reply	SMS >>	Email >>	URL >>	Group Save	Msg Count
<input type="checkbox"/> INFO	●	●	●	●	●	0
<input type="checkbox"/> JOIN	●	●	●	●	●	0

From this page you can choose to modify your VMN settings, add/delete keywords and modify your keyword settings.

2.1: VMN and Keyword Rules

When a message is received to your VMN there are rules of precedence that control whether the VMN or the keyword auto-response and message forwarding triggers are activated.

- If a message is received that starts with a word that matches an existing keyword, then the associated Keyword Triggers for auto-response, message forwarding etc. will be used.
- If a message is received that starts with a word that does not match an existing keyword then the VMN Triggers are used.

Should you wish to only respond or set up forwarding for messages that match a configured keyword then you would set all the VMN Triggers to OFF, confirmed by a row of red circles.

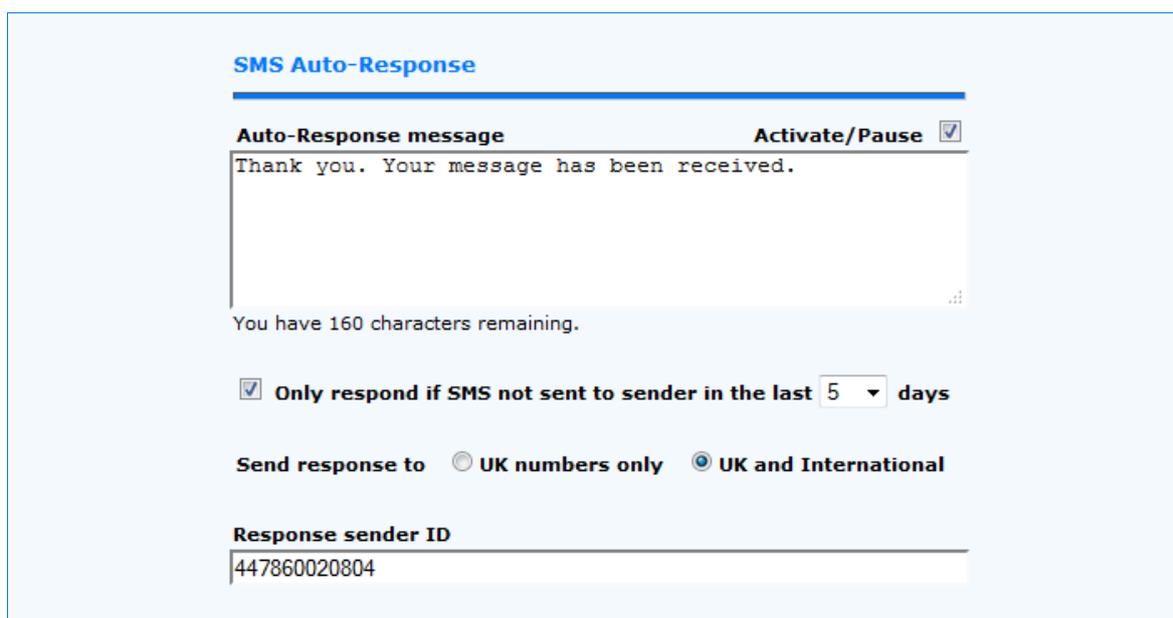
Alternatively, the VMN can be used as a catch-all – i.e. if a message is received but doesn't match an existing keyword then the VMN auto-response can be sent informing the sender that the message was invalid.

3: Modify VMN

From the **VMN Set-Up** page (as shown in Section 2) click on your VMN to access the **Modify VMN** page where you can enable, disable and change your SMS auto-response, message forwarding options and other settings.

3.1: SMS Auto-Response

An SMS response can be sent automatically when a message is received to your VMN, plus you can also filter the sending of the SMS auto-response based on the interval since the last response and whether the received SMS message has been sent by a UK or an International mobile number.



SMS Auto-Response

Auto-Response message **Activate/Pause**

Thank you. Your message has been received.

You have 160 characters remaining.

Only respond if SMS not sent to sender in the last 5 **days**

Send response to **UK numbers only** **UK and International**

Response sender ID

447860020804

Auto-Response Message

Enter the message to be sent when a message is received and tick the Activate/Pause check box to enable your SMS auto-response.

Only respond if SMS not sent in the last [x] days

If left unchecked then the SMS auto-response is always sent. If checked then the SMS auto-response will only be sent if the sender hasn't received a previous SMS auto-response within the number of days shown in the counter. If the counter is set to 0 (zero) then the sender will only ever be sent a single SMS auto-response.

Send response to UK numbers only or UK and International

This provides the means to restrict sending of SMS auto-responses to UK numbers only.

Response sender ID

The Response sender ID is shown as the message sender on the recipient phone. Sender ID's can be alphanumeric [max length 11, a-z, A-Z, no spaces) or numeric (max length 15, 0-9, no spaces).

3.2: Message Forwarding

SMS Messages received to your VMN can be forwarded to a URL via email, SMS or a HTTP POST. All forwarding options can be enabled at the same time.

3.2.1: Forwarding via Email

Only the 'Email to' field in the example below is required to set email forwarding. The 'Email from' and 'Email subject' fields will be replaced with default values, if left empty.

Forwarding via Email

Email to
sales@clicksms.co.uk

Email from
info@clicksms.co.uk

Email subject
Click SMS - Inbound Message Forwarding

3.2.2: Forwarding via SMS

Received SMS Messages can be forwarded by SMS to a recipient list of mobile numbers and/or existing Click SMS Group(s) as shown in the example below.

Forwarding via SMS

Only forward messages from authorised mobile number(s)
447712345678

Forward received message to SMS group(s)
Sales
Marketing

Forward received message to mobile number(s)
447723456789
447734567890

Strip keyword (first word) before forwarding message

Forwarding sender ID
ClickSMS

3.2.2.1: Authorised Forwarders

As the forwarding list may potentially contain large numbers of recipients, there is an additional option to only forward a message received to your VMN if it has been sent by an authorised mobile number. This box can contain any number of authorised forwarding mobile numbers. Checking the tick box enables this option.

3.2.2.2: Forwarding to Existing SMS groups

Forwarding SMS groups can be entered here as recipients of forwarded messages. The group names are typed in manually and then validated against existing Click SMS groups when changes are saved.

3.2.2.3: Forwarding to a List of Mobile Numbers

Copy and paste and/or type mobile numbers into this box, one per line.

3.2.2.4: Strip Keyword from Forwarded Message

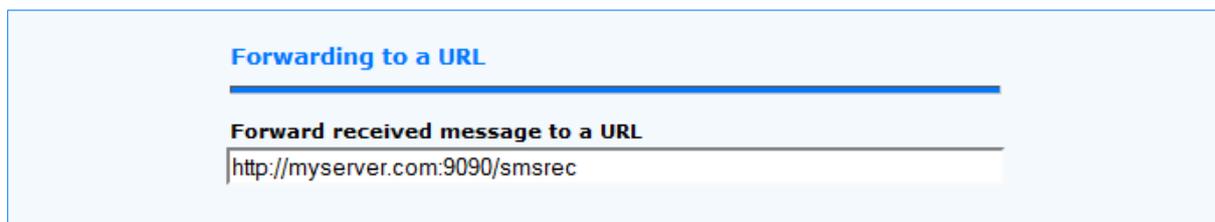
Check this box if you wish the keyword (first word in the received text) to be removed prior to the message being forwarded.

Note: Forwarding via SMS uses credit from your UK and/or International SMS account. Additionally, the maximum supported length of a received message is 1530 characters which, if fully utilised, would require using 10 message credits (10 x 153 characters) to forward the received message to each recipient.

At the mobile network level the SMS protocol works as follows: Messages up to 160 characters count as a single SMS. Messages longer than 160 characters are split into 153 character segments. The first 7 characters on each message segment contain non-readable information that the recipient phone uses to put the message segments back together in the correct order and then display as a single message on the recipient phone.

3.2.3: Forwarding to a URL

Forwarding to a URL is enabled by entering a correctly formatted URL as shown below.



The SMS message and message details are forwarded via a XML over HTTP POST to the designated URL. If the HTTP RESPONSE returned is invalid or the URL unreachable, then further attempts are made to forward the message at the following intervals:

- After 1 minute.
- After 5 minutes.
- After 10 minutes.
- After 20 minutes.
- After 30 minutes.

- Every 30 minutes for 48 hours.
- Message forwarding cancelled if not delivered after 48 hours.

Messages are submitted via XML over HTTP 1.0 or HTTP 1.1.

Parameters

Name	Description	Example
Txn	Click SMS transaction identifier	fwdreceivedsms
JobId	Unique reference id for the received SMS.	22501104
SMSMessage	The SMS message received to your virtual mobile number.	Please contact me as soon as possible.
MobileNo	The mobile number that sent the message.	447731234567
VMN	The VMN the SMS message was sent to.	447797806659
Keyword	The qualifying keyword (if configured) for the VMN.	INFO
AccountId	The user account id associated with this VMN.	clicktest1
ReceivedDate	Date and time SMS message received. Format: yyymmddhhmm	201506200919

Example HTTP POST and expected response

Sent POST / HTTP/1.1 From: service.clicksms.co.uk Host: yourserver.com Content-Type: text/xml Content-Length: 260	<pre><Msg><Txn>fwdreceivedsms</Txn><JobId>22501104</JobId><MobileNo>447731234567</MobileNo><VMN>447797806659</VMN><SMSMessage>Please contact me as soon as possible.</SMSMessage><AccountId>clicktest1</AccountId><Keyword>INFO</Keyword><ReceivedDate>200702200919</ReceivedDate></Msg></pre>
Returned HTTP/1.1 200 OK Server: myserver.com Content-Type: text/xml Content-Length: 29	<pre><Msg><Status>0</Status></Msg></pre>

3.3: Group Subscription

With the box checked (as in the example below) sender mobile numbers will be saved to a Click SMS Group. If the Group doesn't already exist it will be created.

Group Subscription

Save mobile numbers to SMS group

3.4: Contact Auto-Delete

This is an additional setting for managing STOP requests, messages that start with the word STOP, where the sender is requesting that no more SMS messages be sent to their number. Unsubscribe requests are automatically processed but with the box checked (as shown in the example below) the contact information for the sender will also be removed from your Click SMS contacts.

Contact Auto Delete

Delete SMS contacts for unsubscribe (STOP) requests

4: Add/Modify Keyword

The process of configuring a keyword SMS auto-response, message forwarding options and other settings is almost identical to the VMN configuration process.

To add a keyword select the **Add Keyword** page link on the **VMN Set-Up** page, as shown in Section 2. Keywords are not case sensitive. For example, the keyword SONG (shown below) would be a match for received SMS messages that start SONG, song, Song etc.

Add Keyword [Back](#)

VMN: 447860020804 **Save**

New Keyword

Keyword
SONG

After adding a new keyword, click on the 'Back' button to return to the **VMN Set-Up** page.

VMN Set-Up [Back](#)

VMN: 447860020804 [Add Keyword](#)

VMN	SMS Reply	SMS >>	Email >>	URL >>	Group Save	Msg Count
<u>447860020804</u>	●	●	●	●	●	85

SMS auto-reply is ON

Delete **Reset**

	Keyword	SMS Reply	SMS >>	Email >>	URL >>	Group Save	Msg Count
<input type="checkbox"/>	<u>INFO</u>	●	●	●	●	●	0
<input type="checkbox"/>	<u>JOIN</u>	●	●	●	●	●	0
<input type="checkbox"/>	<u>SONG</u>	●	●	●	●	●	0

You can then click on the new keyword 'SONG' to go to the **Modify Keyword** page to configure your settings.

4.1: Contact Auto-Unsubscribe

Messages received that start with a keyword followed by the word STOP are treated as unsubscribe requests for that keyword. For example, the message 'Info STOP' would automatically remove the contact associated with the sender mobile number from the 'INFO' group. The contact itself is not removed, nor is it removed from any other keyword groups. This differs from the 'Contact Auto-Delete' as detailed in section 3.4 which removes the contact completely and inhibits the sending of any more messages to the associated mobile number.

5: SMS Received

Messages received details can be viewed online from the **SMS Received** page, as shown below.

SMS Received Display per Page: 10 Page 1 of 1

Search Mobile No: VMN: ALL

1 Jul 2015 to 17 Jul 2015 Email Report: sales@clicksms.co.uk

Received: 7 Inbound SMS report emailed to sales@clicksms.co.uk

Mobile No	Contact	VMN	Message	Received
07123123333	Brigitte McKillip	447860020804	Hello. This ...	09-07-2015 11:34
07123123444	Isabella Melicio	447860020804	I am interes...	09-07-2015 11:27
07123123111	Alice Omer	447860020804	I am also av...	09-07-2015 11:16
07123123333	Brigitte McKillip	447860020804	Hello, I am ...	09-07-2015 11:12
07123123444	Isabella Melicio	447860020804	Hello, I am interested in your products, please call r	
07123123333	Brigitte McKillip	447860020804	Vote B	09-07-2015 11:06
07123123111	Alice Omer	447860020804	Yes, I will ...	09-07-2015 11:05

5.1: Report Filters

The default view is to display messages received today. Search filters can be combined to refine the report output.

Search by:

- Selected VMN or 'ALL' VMN's.
- Mobile number.
- Date range (a maximum of 1 month's data in each selection).

The number of received messages displayed on each page can also be changed from the default of 10 messages per page up to a maximum of 500 messages per page.

5.2: Email Report

A report, based on the current selection and generated in a spread sheet format, can be requested and delivered by email.

To generate the report, check the 'Email Report' box and type in the email address the report is to be delivered to. Then select your search criteria and click on the 'Go' button.

Example report output:

Inbound SMS Report – Messages received between 01-07-2015 and 09-07-2015				
Received	Mobile No.	Contact Name	VMN	Message
09-07-2015 11:2	447123123444	Isabella Melicio	447860020804	I am interested in th..
09-07-2015 11:16	447123123111	Alice Omer	447860020804	I am also available t..
09-07-2015 11:12	447123123333	Brigitte McKillip	447860020804	Hello, I am intereste..

Note: When importing into Excel using the Text Import Wizard make sure the 'Tab' delimiter option is selected.