



Inbound SMS

Click SMS Ltd

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Introduction

Click SMS provide an inbound SMS service using virtual mobile numbers (**VMN's**). A virtual mobile number (**VMN**) is the same length as a normal mobile number but is not associated with a mobile handset. As with mobile numbers, VMN's can be prefixed with the UK country code (+44) providing global reach. A standard rate charge only applies when sending a text to a VMN from a UK mobile, the same cost as when texting another mobile phone.

VMN's **cannot** be used in conjunction with premium rate SMS charging.

A web based control panel is provided that enables you to set-up automated SMS responses and message forwarding for SMS messages received to your VMN. A number of additional features are also provided for creating keywords and fine tuning your SMS auto-response and forwarding options.

Main features below:

- Send an SMS auto-response when a SMS message is received.
- Forward the received SMS message via SMS to an unlimited number of mobile number recipients.
- Forward the received SMS to an email recipient.
- Forward the received SMS via an XML over HTTP POST to a URL.
- Set-up an unlimited number of keywords (based on the first word in the received text). Each keyword can be configured with their own SMS auto-response and forwarding options.
- Save sender mobile numbers to your SMS contacts.
- View online your received messages and the delivery status of sent messages.

The general-purpose design of the inbound SMS service provides for a powerful and versatile 2-Way SMS messaging tool; ideal for SMS voting and surveys, competitions, sending updates and alerts, collecting subscriber data and much more.

How does it work?

In its simplest form, with no keywords set-up, a SMS message is sent from a mobile handset to your VMN. The received message and sender details can then be viewed online. Any configured SMS auto-response and/or message forwarding actions configured for your VMN are then automatically triggered upon receipt of the message. Your SMS auto-response message can be updated or switched off and forwarding options changed at any time with immediate effect.

Note: SMS auto-responses and forwarding via SMS use 1 credit per message from your SMS account.

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Keywords

Using keywords greatly extends the functionality of the Inbound SMS service, enabling you to provide specific SMS auto-responses and forwarding options based on the first word in the received text message. With keywords, a single VMN can be used for managing multiple services; subscription texts, info update request texts, text votes, feedback texts etc.

Virtual Mobile Number Set-Up [Instructions](#)

Virtual Mobile Number: 447797806659

[Activate/Pause](#) [Add Keyword](#)

| | VMN | Status | Auto-Response Message |
|--------------------------|------------------------------|--------|---|
| <input type="checkbox"/> | 447797806659 | PAUSED | Your SMS text has been received. Thankyo... |

[Activate/Pause](#) [Reset](#) [Delete](#)

| | Keyword | Status | Auto-Response Message | Rec'vd |
|--------------------------|-------------------------|--------|--|--------|
| <input type="checkbox"/> | A | ACTIVE | Your vote for option 'A' has been r... | 0 |
| <input type="checkbox"/> | B | ACTIVE | Your vote for option 'B' has been r... | 0 |
| <input type="checkbox"/> | C | ACTIVE | Your vote for option 'C' has been r... | 0 |
| <input type="checkbox"/> | contact | ACTIVE | Thankyou. An advisor will contact y... | 6 |
| <input type="checkbox"/> | try | PAUSED | Keyword auto-response message. | 639 |
| <input type="checkbox"/> | update | ACTIVE | You have registered for product upd... | 0 |

VMN Set-Up

The screen shown above is the top-level administration page for your VMN, where you can add/delete and modify keywords, and track the 'Rec'vd' running totals for received/sent SMS messages for each keyword. The 'Rec'vd' counter can be reset to zero anytime, a full history of received messages is always available to view online.

VMN and keyword SMS auto-responses can also be paused/activated on this page. A rule of precedence applies with SMS auto-responses whereby if the first word in the received SMS message matches a 'paused' keyword, or alternatively doesn't match any set-up keywords, then the VMN SMS auto-response, if 'active', is sent instead. In this way the VMN SMS response message can then be used as a catch-all, to alert the sender that they have sent in an invalid message, ie; one that doesn't match any of your keywords. If the VMN is also 'paused' then no SMS response is sent at all.

From the screen above you can add new keywords or modify your VMN/keyword set-up by clicking on the VMN or one of your keywords. This will take you to another page where you can set the SMS auto-response and any forwarding options for your VMN or selected keyword. An example of the VMN modify page is shown on the following page.

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Modify Virtual Mobile Number

Virtual Mobile Number: 447797806659

Auto-Response Message

You have 118 characters remaining.

Respond if SMS not sent to sender in the last days
 This setting also applies to any keyword SMS auto-responses configured.

Response Tariff UK International

Response Sender ID

Forward Inbound SMS to Email

Email From

Email Subject

Forward Inbound SMS to Mobile Number(s) One number per line.

Forwarding Sender ID
 Used on forwarded SMS message(s).

Forward Inbound SMS to URL

Save Mobile Numbers to SMS Group

The screen shown above shows the configuration options for your VMN. The same configuration options are also available on the keyword add/modify pages.

Auto-Response Message

This is the SMS response sent in reply to the received SMS message from the mobile handset. The SMS auto-response can be inhibited by setting the relevant VMN/keyword auto-response status to 'paused' from the top level administration screen shown on the previous page.

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Respond if SMS not sent to sender in the last [x] days

If left unchecked then the SMS auto-response is always sent (assuming VMN/keyword SMS auto-response status is 'active' – see above). 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 displayed counter. If the counter is set to 0 (zero) then the sender will only ever be sent a single SMS auto-response.

Note: This setting on the VMN modify page also applies to all keyword SMS auto-responses.

Response Tariff

The response tariff can be set to auto-respond using credits from your UK or international SMS message account. The international tariff can also be used for SMS auto-responding to UK mobile numbers.

Response Sender Id

The text entered here is shown as the sender id on the mobile handset that receives your SMS auto-response message. Alpha-numeric id's can be up to 11 characters long, a mixture of upper and lower case but no spaces. Numeric id's can be up to 15 in length with no spaces.

Forward Inbound SMS to Email

A received SMS message is forwarded to the email address entered here along with the sender mobile number and the text of the SMS auto-response, if sent.

Email From / Email Subject

These fields contain the text used in the 'From' and 'Subject' fields of the above forwarding email. The Email From field must contain a valid domain name.

Forward Inbound SMS to Mobile Number(s)

The received SMS message is forwarded via SMS to the mobile numbers entered here. The SMS messages are sent using credits from your UK or international SMS message account.

Forwarding Sender Id

The text you enter here is shown as the sender id on the mobile handset that receives the forwarded SMS. Alpha-numeric id's can be up to 11 characters long, a mixture of upper and lower case but no spaces. Numeric id's can be up to 15 in length with no spaces.

Save Mobile Numbers to SMS Group

When checked, the SMS sender mobile number will be saved to a SMS Group. The SMS group or individual mobile numbers in the group can then be selected as recipients for messages sent using the outbound web SMS service.

Forward Inbound SMS to URL

The message and message details are forwarded via a XML over HTTP POST to the URL entered in this field. If the forwarding fails for any reason or an invalid response is returned then the SMS message details are saved and further attempts are then made over a period of time before expiring, after which no further attempts to forward the received SMS message are made.

Retries are made at the following intervals after the initial attempt:

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After 1 minute.
 After 5 minutes.
 After 10 minutes.
 After 20 minutes.
 After 30 minutes.
 Every 30 minutes for 48 hours.

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

Parameters

| Name | Description | Example |
|--------------|---|--------------------------|
| JobId | Unique reference id for the received SMS. | 501104 |
| SMSMessage | The SMS message received on your virtual mobile number. | Contact me after 4.00pm. |
| MobileNo | The mobile number that sent the message (country code included) | 447731234567 |
| VMN | The VMN the SMS message was sent to. | 447797806659 |
| Keyword | The qualifying keyword (if configured) for the VMN. | contact |
| AccountId | The user account id associated with this VMN. | clicktest1 |
| Network | A text description of the SMS sender's mobile network operator. | T-Mobile |
| ReceivedDate | Date and time SMS message received. Format: yyyyymmddhhmm | 200702200919 |

An XML formatted response is expected in return to signify successful receipt:

Example HTTP POST and expected response:

Sent

POST / HTTP/1.1
 From: service.clicksms.co.uk
 Host: secure.clicksms.co.uk
 Content-Type: text/xml
 Content-Length: 260

```
<Msg><Txn>fwdvminbound</Txn><JobId>501104</JobId><MobileNo>447731234567</M
obileNo><VMN>447797806659</VMN><SMSMessage>Contact me after
4pm.</SMSMessage><AccountId>clicktest1</AccountId><Keyword>contact</Keyword><Net
work>T-Mobile</Network><ReceivedDate>200702200919</ReceivedDate></Msg>
```

Returned

HTTP/1.1 200 OK
 Server: secure
 Content-Type: text/xml
 Content-Length: 29

```
<Msg><Status>0</Status></Msg>
```

Save Changes

Click this button to save onscreen configuration changes.

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Online Reporting

A full history of received and sent SMS messages is available by clicking on the 'Inbound SMS' and 'Outbound SMS' menu links from the main menu. An example of both reports is shown below.

Inbound SMS

| Received Items | | | | |
|-----------------------------|---------------------------------|--------------|-----------------------------------|---|
| Display per Page: 10 | | Page 1 of 1. | | < << >> > |
| Search | Mobile No: <input type="text"/> | VMN: ALL | <input type="button" value="Go"/> | |
| From: 18 | Feb | 2007 | To: 18 | Feb 2007 |
| Received: 2 | | | | |
| Mobile No | Network | VMN | Message | Received |
| 07716115665 | T-Mobile | 447797806659 | Try | 18-02-2007 11:23 |
| 07716115665 | T-Mobile | 447797806659 | Test 1 | 18-02-2007 10:45 |

Outbound SMS

| Sent Items - (Std Rate) | | | | |
|---|---------------------------------|------------------------------|-----------------------------------|---|
| Display per Page: 10 | | Page 1 of 1. | | < << >> > |
| Search | Mobile No: <input type="text"/> | Job ID: <input type="text"/> | <input type="button" value="Go"/> | |
| From: 18 | Feb | 2007 | To: 18 | Feb 2007 |
| All <input checked="" type="radio"/> Delivered <input type="radio"/> Unconfirmed <input type="radio"/> Failed <input type="radio"/> | | | | |
| Delivered: 2 Unconfirmed: 0 Failed: 0 | | | | |
| Mobile No | Job ID | Message | Sent | ? |
| 07716115665 | 499034 | Keyword auto-response | 18-02-2007 11:23 | <input checked="" type="checkbox"/> |
| 07716115665 | 499017 | VMN response test | 18-02-2007 10:46 | <input checked="" type="checkbox"/> |

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