What to Expect
When You're Expecting to Text
A How-To-SMS Guide for Organizations

mogli™

Introduction

Is your organization still relying on email to share important messages with your constituents or customers? If so, consider the fact that, at best, your emails will be opened by less than 50% of your recipients - compared to a 90% average open rate for text messages. The difference in engagement could mean increased donations, applications, sales, and more, at scale.

While you may be interested in adding SMS or WhatsApp to your tech stack, you may be unsure how to get started.

In this whitepaper, we'll cover the basic steps for enabling your organization's texting capabilities, including:

1. Choosing a messaging tool
2. Acquiring a phone number
3. Registering your phone number

Completing these required steps will enable your organization to effectively and legally begin using these powerful communication channels. Let's get started!

Choose a Messaging Tool

If you want to start sending text messages from your business or organization, you must first choose the tool or service that will create and send those messages. Any tool or application that provides this functionality is known as A2P or "Application to Person".

You will also need a method to connect your text messaging application to your CRM or contact database in order to access the contact details needed to send your message. To be a compliant sender, you also must maintain up-to-date consent information for everyone you may send a message to.

Lastly, you will want to maintain some form of message history for each contact and ideally the data any two-way communications returns from your contacts. Once you've found your application, the next step is to enable that application with the ability to send a message.

Select the type of phone number(s) your organization will use

In order to send and receive MMS, SMS, or WhatsApp Messages from your CRM and A2P tool, you need to acquire and register at least one phone number. This number may also be referred to as a "gateway" by telecommunication industry professionals.

Regardless of your platform or provider, you have three main choices of the type of number you select, each with their own pros and cons. These are standard (also sometimes referred to as 10-digit long code, or 10DLC), toll-free, and short-code.

Next, we will provide a brief overview covering the basics of each type of number that your organization can use to send text messages through. Be sure to consult with a solutions expert to determine the right type or mix of numbers (or gateways) for your situation.

Standard - 10 Digit Long Code (10DLC)

This is the base phone number that North American residents are most familiar with, consisting of an area code, exchange, and the extension (XXX-XXX-XXXX). If you have a mobile or landline number in North America, this is the phone number you have. As you might expect, this is the lowest-cost option for sending text messages through a messaging application.

Your messaging application will include a 10DLC number in most cases. Offering the lowest speed and throughput of numbers available, 10DLC numbers are best used for 1:1 conversations, notifications, and messages triggered through automations by specific activities, rather than applications that attempt to send multiple messages at the same time. Messages typically send at a rate of approximately 1 SMS message per second.

(555)456-7890

10DLC with Intelligent Area Code Route

(555)456-7890

This option adds some additional functionality on top of a standard 10DLC package. The concept behind Intelligent Area Code Routing is fairly simple and straightforward. When messages are sent through a messaging application, the recipient gets their message from the area code geographically closest to the area code of their mobile number.

This feature also makes it possible to create a sticky sender so your recipient always receives messages from the same number when sending from the Intelligent Area Code Route. Maintaining this feature on your account incurs a monthly rental fee on each 10DLC number that uses it. There are no increases to message delivery speed and this should not be used to send bulk messages.

Select the type of phone number(s) your organization will use (cont.)

High Throughput Toll-Free (HTTF)

High Throughput Toll-Free (HTTF) numbers use a 8XX area code designation and can be used for bulk message delivery. As the name suggests, these numbers allow messages to be sent at a much faster rate than a standard 10DLC, which again makes it the best option for messages sent to multiple recipients at the same time.

Actual message volume and delivery speed rates achieved with HTTF will vary and can be affected by your A2P platform or application, your gateway provider, and the type of message you are sending (SMS will deliver more quickly than MMS). In general, HTTF should enable message delivery at least 4-10 times faster than a 10DLC.

1-800-123-4567

Shortcode

12345 | 123456

A shortcode is typically a five or six-digit number and is the highest-cost number type to use. The shortcode also delivers the highest available level of throughput for message delivery. All gateway providers conduct extensive vetting and verification for the intended use of a shortcode, which greatly reduces carrier filtering. This, in turn, leads to both faster delivery and fewer blocked messages.

In addition, your organization can request a vanity number that may reflect your name or a word related to your mission for an additional cost.

Shortcodes cannot be used until they are fully registered, which takes between 8-12 weeks. You should take this timeline into consideration when determining when to begin your application process.

Activate (Register) your Number(s)

Once you have your A2P platform in place and have selected your number type, the next step is to register your number with a telecom carrier.

When you register your A2P phone number(s), you are essentially pledging to the carrier that you are a legitimate business operation (brand) and declaring the reasons (campaigns) for which you will send messages to contacts that you have received consent to message.

Registration is mandatory to send messages. Messages sent from short codes or 10DLC may not be delivered until the verification process is complete. Toll-Free numbers are able to send limited messages once registration information has been submitted and is under review. During this period, messages from unregistered HTTF numbers have a higher risk of filtering. The outbound message restrictions for Toll-Free are removed once the registration process is complete and carrier filtering becomes less restrictive.

The registration of your brand is pretty straightforward; you are declaring who you are as an organization and what you do. Campaigns are the use cases you plan to use text messages in support of. Each functional use case you plan to use text messaging for will require a specific campaign application, though it is possible to submit for a mixed-use case campaign.

After completing the registration process, if you begin sending messages outside of your approved use-case campaigns, they will be at risk of being filtered or blocked entirely. Additionally, if you do not provide detailed, specific plans for your campaign use cases, it is possible that your campaign will be rejected, forcing you to resubmit.

Once submitted, the verification process can take anywhere from 4-12 weeks depending on the type of number you've selected. (10DLC numbers can be approved in as little as 2 weeks, but can take up to 8 weeks depending on the number of campaigns being evaluated by the carrier.)

Once your registration is approved, your numbers will be available to send text messages through your A2P application.

Why Do These Steps Matter?

If this all seems onerous or burdensome, there is an easy way to understand why these processes are in place. Simply open your email messaging application and then open up your text messaging application and compare the number of unsolicited messages you have in each.

You more than likely have hundreds, if not thousands, of messages in your email inbox that represent a combination of marketing inquiries, newsletters, notifications, personal emails, and SPAM messages that have gotten through your trash or junk filters. Compare that to your text message application, which is likely dominated by personal messages, notifications from businesses you have an active relationship with, as well as marketing messages you've opted into. While SPAM or junk messages do show up occasionally, they are remarkably rare.

The registration process and the additional requirements dictated by the government and messaging carriers are why your text message inbox is so much cleaner than your email inbox.

Ready to Get Started?

When considering the start of the texting journey for your organization, there are a number of factors that should be considered. First of all, you want to make sure that the application you select is compatible with your existing technology stack, particularly your CRM.

If your organization uses Salesforce, an additional consideration is whether your texting application operates inside or outside of Salesforce. Mogli should be a top consideration for Salesforce users as the application is built on Salesforce and operates directly inside the world's leading CRM.

Once you've squared away the technology side of starting your organization's texting journey, the next step is to enable that technology to send messages which means acquiring and registering gateways (phone numbers).

If you have chosen Mogli as your texting application, gateway registration is relatively painless. You will enjoy the convenience of being guided through the registration process via an onboarding process led entirely by a US-based support team.

The Mogli team will start by walking you through the information that needs to be submitted as part of the registration process and submitting the completed registration on your behalf. In addition to supporting the registration process, the onboarding process also provides guidance to help you successfully execute messaging campaigns compliantly.

To learn how to take the first step of your texting journey with Mogli, connect with a Solutions Expert today.