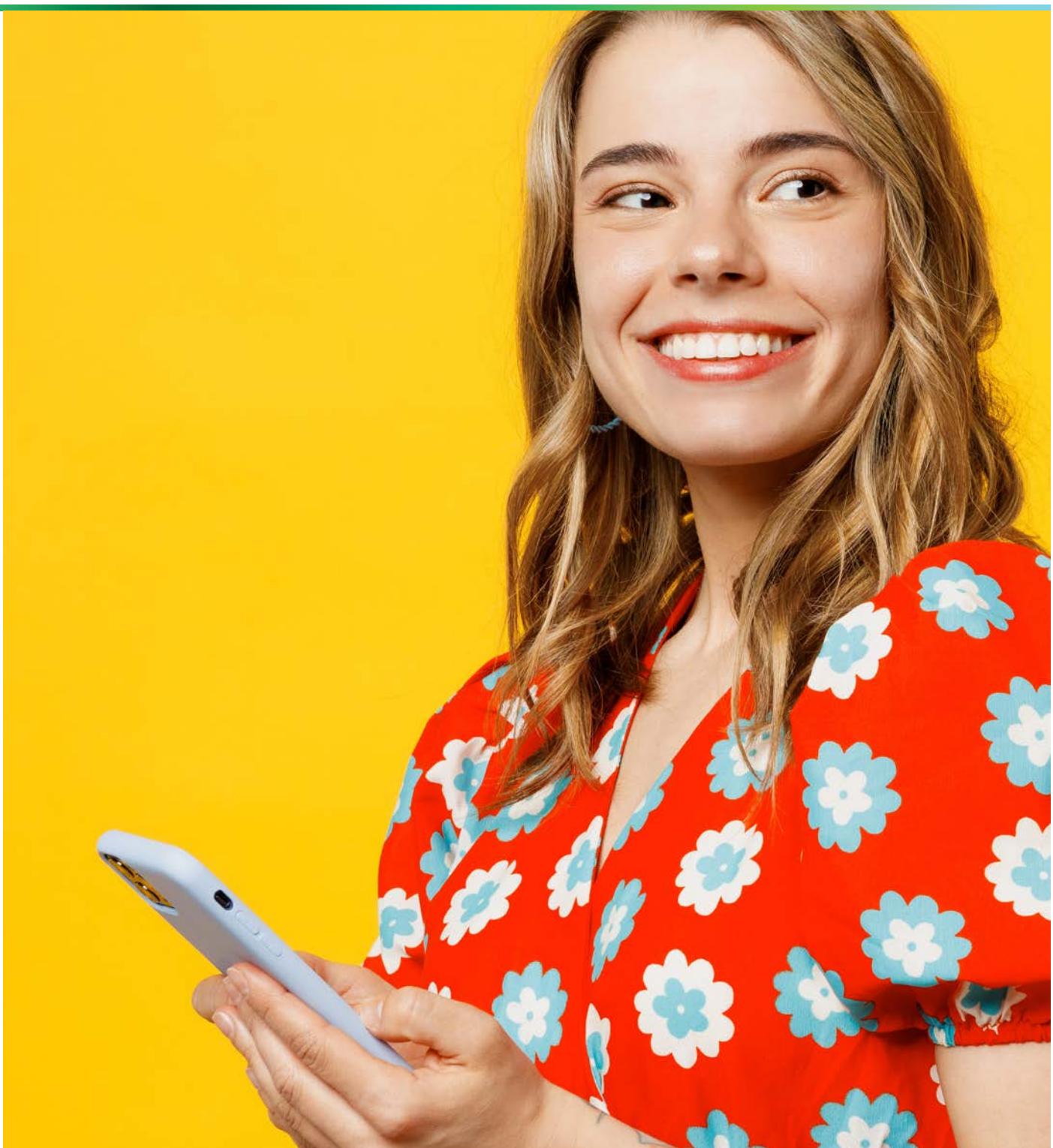


SMS Portal - Walk Through

Our simple overview to get your communications on track



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- What is an SMS?
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Reports

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Overview

Welcome to your new SMS Portal from FUJIFILM Business Innovation Australia.

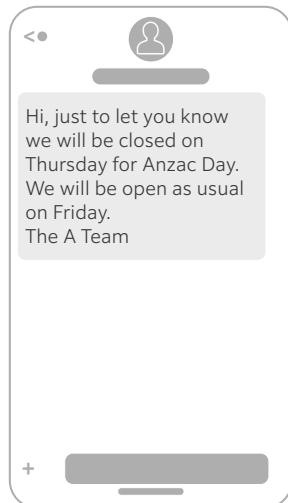
This document has been designed to guide you through the functionality of your portal. We will provide tips on how to get the most out of your portal and its day to day usability

Sending SMS

Simple SMS - send individual or group SMS manually

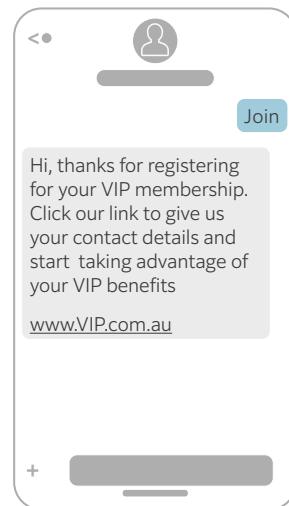
Import to Send - upload a data list to SMS to multiple recipients

SMS Campaign - Use the Contact function in your portal to send out SMS



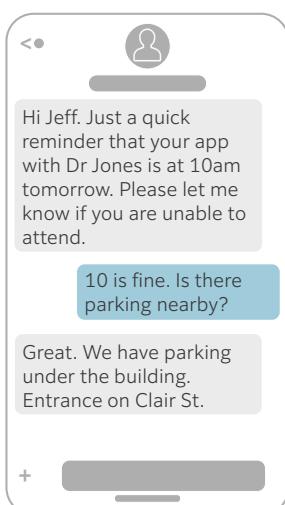
Keyword

Allow people to directly contact you by sending a keyword to a virtual number - capture recipient numbers, automate responses and drive warm leads.



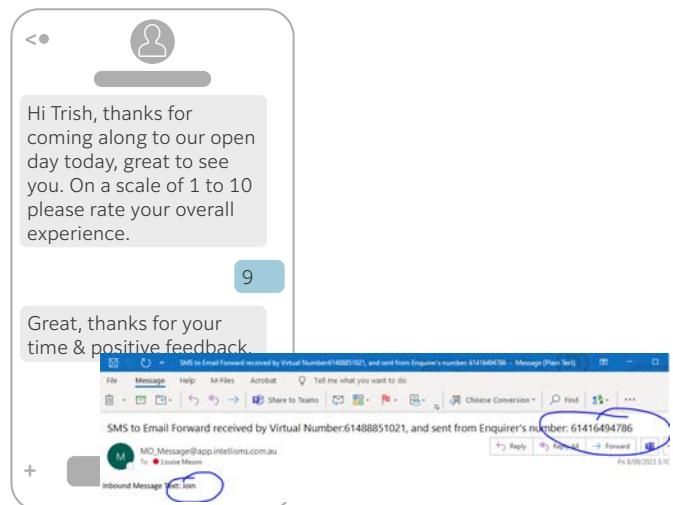
Chat

Centralise and manage multiple live chats at the same time within the portal. Responding to enquiries with personalised real-time conversations.



Net promoter Score (NPS®)

Measure your audiences' experience, monitor feedback and reach your objectives. Automate responses based on their score of your event or service. NPS® allows targeting of promoters and damage control of detractors - all within the portal.



Understanding the Lingo

What is an SMS?

Short Messaging Services - Text only message of 160 characters or less - No images or videos.

Messages larger than 160 characters are split into parts to send and are rejoined at the receiving end to show as one single SMS. 161 characters = 2 messages parts.

Telcos networks require 7 characters per message to join two messages together.

	Sender	Recipient
Example 1	160	1 message
2 message part	160 7 <160	1 message

Using Emojis :)

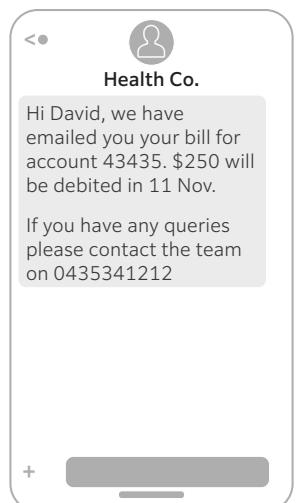
Emojis, by their nature, evoke instant emotions and can generate great ROI. However, it's worth pointing out they use more than many more characters.

Alphanumeric ID Numbers (AS ID)

An Alphanumeric Sender ID is your company name or brand used as the Sender ID in one-way SMS messages. Alphanumeric Sender IDs may be up to 11 characters long. Accepted characters include both upper- and lower-case ASCII letters, the digits 0 through 9, and the space character. They may not be only numerals.

We apply to ACMA on behalf of our customers for their AS ID. Or if a customer already has one, we will have this verified by ACMA and enable it in the SMS portal.

As SMSs sent out with your company AS ID are one-way only they are predominantly used for notification only. However, a URL link or a number can be added to the message to allow the recipient to respond to action something.



Dedicated Numbers and AppSender

ACMA recommends to avoid duplicate number pools, companies should utilise a dedicated numbers. A number that can only be used by your company for a particular function. FUJIFILM SMS Portal only uses Dedicated Numbers. In time ACMA have suggested this will become part of legislation.

Each function on our portal will require its own dedicated number. Once a dedicated number is assigned to a function it is referred to as an AppSender.

The AppSenders allow each SMS to be sent, actions to be triggered correctly and responses to be tracked accurately.

Portal Functions

Sending SMS

1 x dedicated number = \$25/mth

In the initial set up of the portal

Keyword

1 x dedicated number = \$25/mth

Added as required

Net promoter Score (NPS®)

1 x dedicated number = \$25/mth

Added as required

Chat

1 x dedicated number = \$25/mth

Added as required

Setting up your Portal for effective, efficient messaging

Templates

Regularly used messages can be saved as templates. Templates can be writing (and pre approved) in advance of your sms messages being sent, saving considerable time.

Templates can also be shared with other account users (make available globally).

Template Name	Template Text	Available Globally	
Open Day Follow Up	Great to see you earlier at our open day event. We'll be in touch soon with enrolment details. If you have any questions in the meantime please call 0435342323	False	Remove
Auto Renew	Hi {First}, your account end {Acc} will auto renew next month. Please call 0425 456 456 to make any changes.	False	Remove
confirm DR	Please confirm your appointment tomorrow with Dr...	False	Remove
Training Feedback	Hi there, thanks for joining the recent SMS Portal training, great to have you on the team. On a scale of 1 to 10 please rate your overall experience.	False	Remove

Contacts

Contacts can be your in-portal mini contacts book.

It allows you to manually create individual contacts, upload multiples and manage categories of contacts

Each AppSender (function with a dedicated number) will have its own contact list – therefore you may need to upload contacts multiple times and assign your AppSender numbers to each.

You can use individual or all of your contacts or create filters to send to a specific group of recipients.

SMS Campaign uses your contacts to send SMS (rather than Simple Send or Import to Send).

louise	Mason	FBAU Demo - NPS
louise	Mason	FBAU Demo - CHAT
Louise	Mason	FBAU Demo - SMS

Keywords

Keywords are simple words that are created to trigger an action when sent to your dedicated number from a known or unknown person. You can create Keywords upfront. When SMS messages come in they will be directed to a specific action depending on the Keyword used – you can create up to 50 Keywords within your portal.

Keywords can also trigger an automated response back to the sender.

STOP is the universal Keyword for opting the recipient out of a campaign.

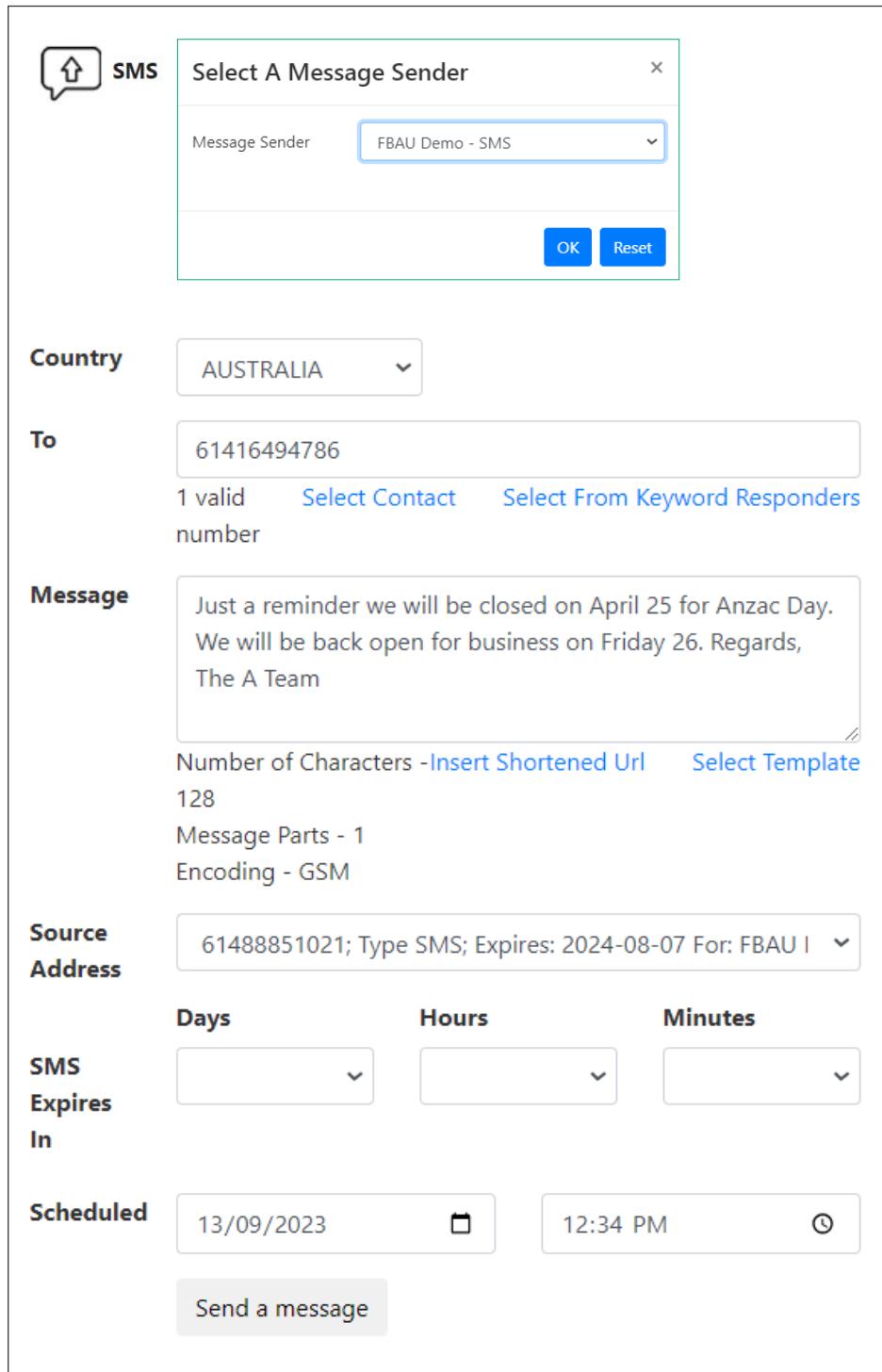


Tokens

Tokens allow you to personalise the content of your message to match with data in your uploaded .csv file or from data in your Contacts - Tokens encapsulate your personalisation word with {{brackets}}.

Simple Send

This function allows you to copy and paste or manually type in a number to send a message out.



The screenshot shows the 'Simple Send' interface. At the top left is a 'SMS' icon. A modal window titled 'Select A Message Sender' is open, showing a dropdown menu with 'FBAU Demo - SMS' selected. Below the modal are fields for 'Country' (AUSTRALIA), 'To' (61416494786), and 'Message' (a template message about Anzac Day). Below the message is a character count of 128. The 'Source Address' is set to 61488851021. The 'SMS Expires In' section shows dropdowns for Days, Hours, and Minutes. The 'Scheduled' section shows a date of 13/09/2023 and a time of 12:34 PM. At the bottom is a 'Send a message' button.

Select the number / functionality you want to send your message out from (AppSender Name - SMS)

Select individuals from contacts or copy in your recipient number

Type your message or select from a template

If you are using a link, the shortening tool may help reduce your character count

Source address is the dedicated number you selected for use

You can set how long the portal will continue to attempt to reach all recipients who may be out of reception area

You can schedule the message to be sent at a particular time

The portal will check the validity of your numbers and notify you of any removed duplicates.

Characters you use in your message will be counted to provide visibility of how many parts you are using. The **Shortened URL** function also helps control spend by keeping messages short.

Import to Send

This function allows you to import data from an existing .csv to send message out.

Import to Send

Select A Message Sender

Message Sender: FBAU Demo - SMS

New Job

Select a Import Type: Import To Send SMS

Country: AUSTRALIA

Message: Hi {{Parent}}, we sent details for Y4 Camp for {{Child}} to your email. Please note payment is due 8/10/24. Check out what to pack at {{clicklink}}

Number of Characters - 0 [Select Template](#)

Message Parts - Cannot Be Determined due to Replacement Token usage

Encoding - GSM

URL Link to Insert: <https://www.nsw.gov.com.au/campguides>

- To place your URL link within the message add the token {{clicklink}} otherwise the shortened link will be add at the end of the message

Select a From Address: 61488851021; Type SMS; Expires: 2024-08-07 For:

Exclude Duplicate Destinations:

Exclude OptOuts:

Split into batches:

Import File Type

Number, Name FileColumn2, Name FileColumn3, Name FileColumn4

- {{Name FileColumn2}}, {{Name FileColumn3}}, {{Name FileColumn4}}, etc. tokens can be inserted into your message to replace them with actual data from CSV files. The token names must match the file column names in your csv file.

Select csv file for Import: Choose files No file chosen

Select the number / functionality you want to send your message out from (AppSender Name - SMS)

Before you start, scroll down to **Import File Type** and select the complexity of the personalised data you want to send.

- Number – Message
- Number – FirstName, Or
- Number and up to 17 {{tokens}}. Tokens reflect the column names in your .csv file

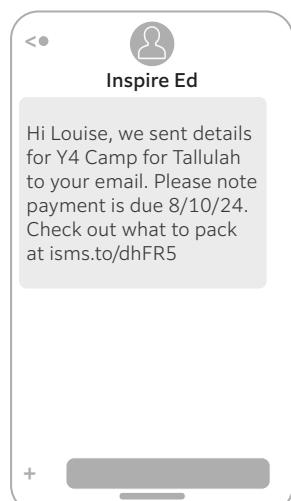
Type your message or select from a template.

Ensure {{token brackets}} are around your data column headers to correlate with the information in your data sheet

The portal can no longer provide you with a character count as it doesn't know the length of information in your data file.

Let the portal add your URL into the body of your message by adding this token {{clicklink}}.

The portal is able to remove duplicates within your data file, exclude recipients who have opted out previously or, for large quantities, split your message into batches. This option is great for companies having call centres dealing with responses



To avoid accidentally duplicating messages, the portal will only send each .csv file once. Should you need to resend the same .csv file, you will need to rename it so that the portal recognises it as a new file.

Contacts & SMS Campaigns

This function allows you to use the contacts you have saved within the system to send out messages. Contacts can be categorised or you can create filters to select specific contacts - however contacts must be allocated to each Appender you intend to use

Contacts

SMS Campaign

Campaign Name: Open Day Follow Up

Message:

```
Great to see you at our open day, {{firstname}}. We'll be in touch soon with enrolment details. Call 0415456522 if you have any questions. or go to {{clicklink}} for our next event.
```

Number of Characters - 0 [Select Template](#)

Message Parts - Cannot Be Determined due to Replacement

Token usage

Encoding - GSM

- Messages with greater than 160 characters will be sent as a multi-part SMS
- The following contact fields can be inserted into your message: {{firstname}} {{lastname}} {{field1}} {{field2}} {{field3}} {{mobile}} {{email}} {{city}} {{region}} {{country}}
- you can insert the token {{unsubscribe}}. This will be replaced with a shortened optout url link

URL Link to Insert: unievents.com

- To place your URL link within the message add the token {{clicklink}} otherwise the shortened link will be add at the end of the message

Source Address: 61488851021; Type SMS; Expires: 2024-08-07 For: FBAU I

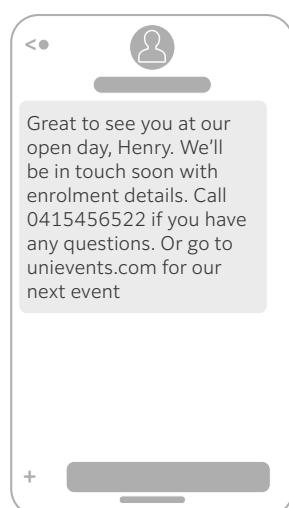
Contact Filters: Uni registered

Select the number / functionality you want to send your message out from (AppSender Name - SMS)

Give your New Campaign a name or select a campaign you have used previously

Type your message or select from a template.

{} from information saved in Contacts can be used to personalise your message



Remember, the portal can no longer provide you with a character count as it doesn't know the length of information in your Contacts.

Net Promoter Score Surveys (NPS®)

When setting up a NPS® we recommend spending a little time before hand to anticipate the response you will get - creating suitable reply to each response and how you will action the responses internally within your business.

Setting up your **Auto Response** in advance

- Invalid Response
- Detractor (0-6)
- Passive (7-8)
- Promoter (9-10)

Auto Response			
Type	Message	Delay In Minutes	
DETRCTOR	We're sorry your experience wasn't great. We strive to ensure all our customer's concerns are listened to. Please let us know more on the link below. Feedback	0	Edit Delete
PROMOTER	Great! Thanks for your time and your positive feedback. We look forward to seeing you soon.	0	Edit Delete
PASSIVE	Thanks for your feedback. We strive to ensure our customers get the best experience. Your response will be passed to our team	0	Edit Delete

You can also set a time delay for responses to be sympathetic to recipients feedback

Setting up your **Alert Settings** in advance (who in your business needs to be notified of audiences responses?)

Alert Setting					
Alert Type	Call Back Type	Address	Message	Range	Action
Result Alert	Email	louise.mason.ct@fujifilm.com	Please action this response {{NPSResponseCode}} from {{ResponderMobile}} {{ResponderName}}. Our response was {{SMSMessage}}	1 - 5	Delete Details Edit

Calculating your NPS® score is as simple as tallying up your responses and subtracting the percentage of detractors from the percentage of promoters. For example, if 60% of respondents are promoters, 10% are detractors, and 30% are passives, your NPS® would be 60-10=50.

Net Promoter Score Surveys (NPS®)

Once all **Actions** and **Auto Responses** have been set up you can send your message through Simple Send or Import to Send - Select the NPS® AppSender to ensure responses are measured correctly in the dashboard

 **NPS**

Select A Message Sender

Message Sender

OK **Reset**

Contact Serach Filters

Contact Filters

Search **Select All**

Contacts

First Name	Last Name	Phone Number
Abde	Manaf	61430341146
Anand	Dhir	61499882468
Daniel	Eastwood	61409515064
louise	Mason	61416494786
Michael	Stephens	61403015811

Templates

Training Feedback	Hi there, thanks for joining the recent SMS Portal training, great to have you on the team. On a scale of 1 to 10 please rate your overall experience.
-------------------	--

Send a message

Select the number / functionality you want to send your message out from (AppSender Name - NPS)

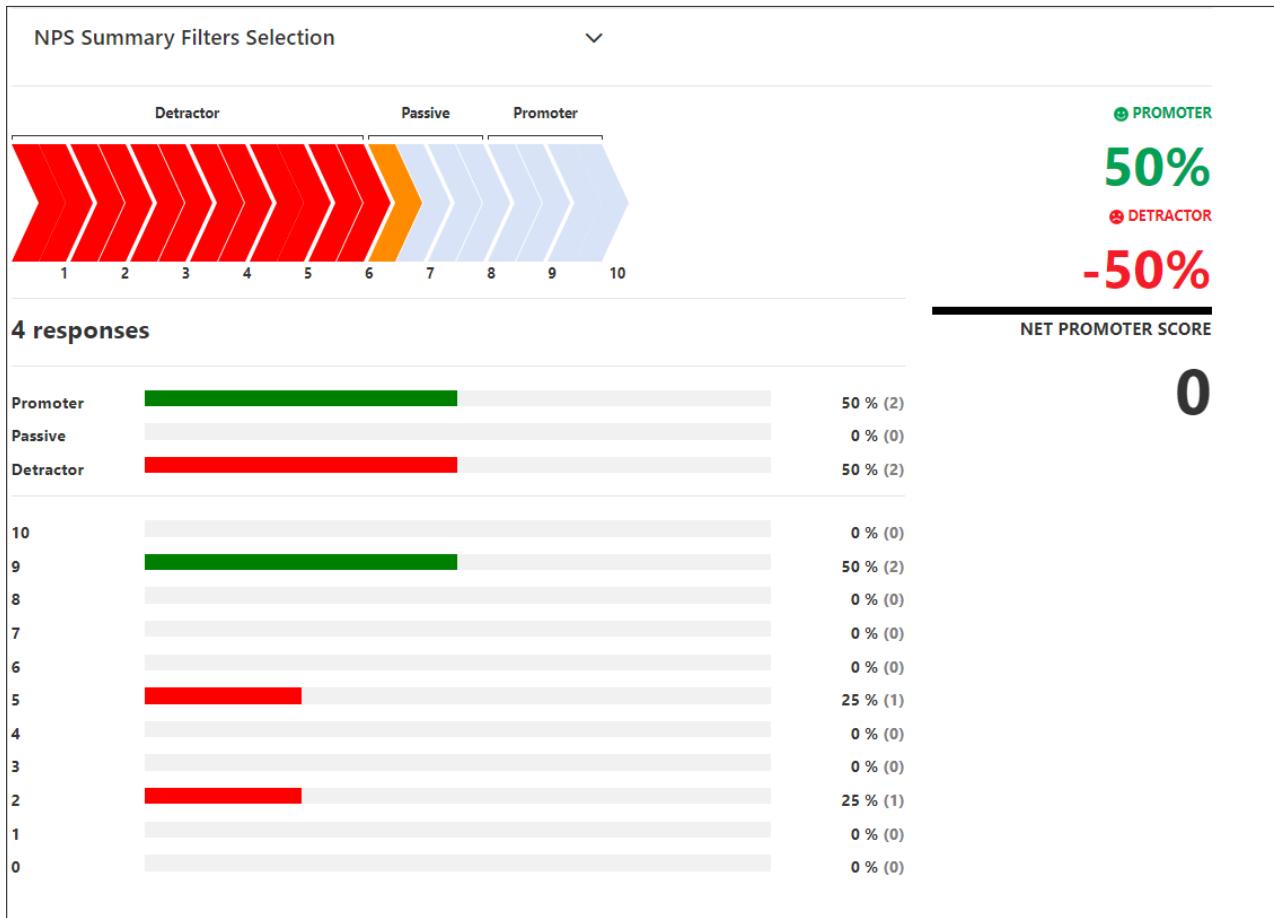
Select Contact by Category

Select Template

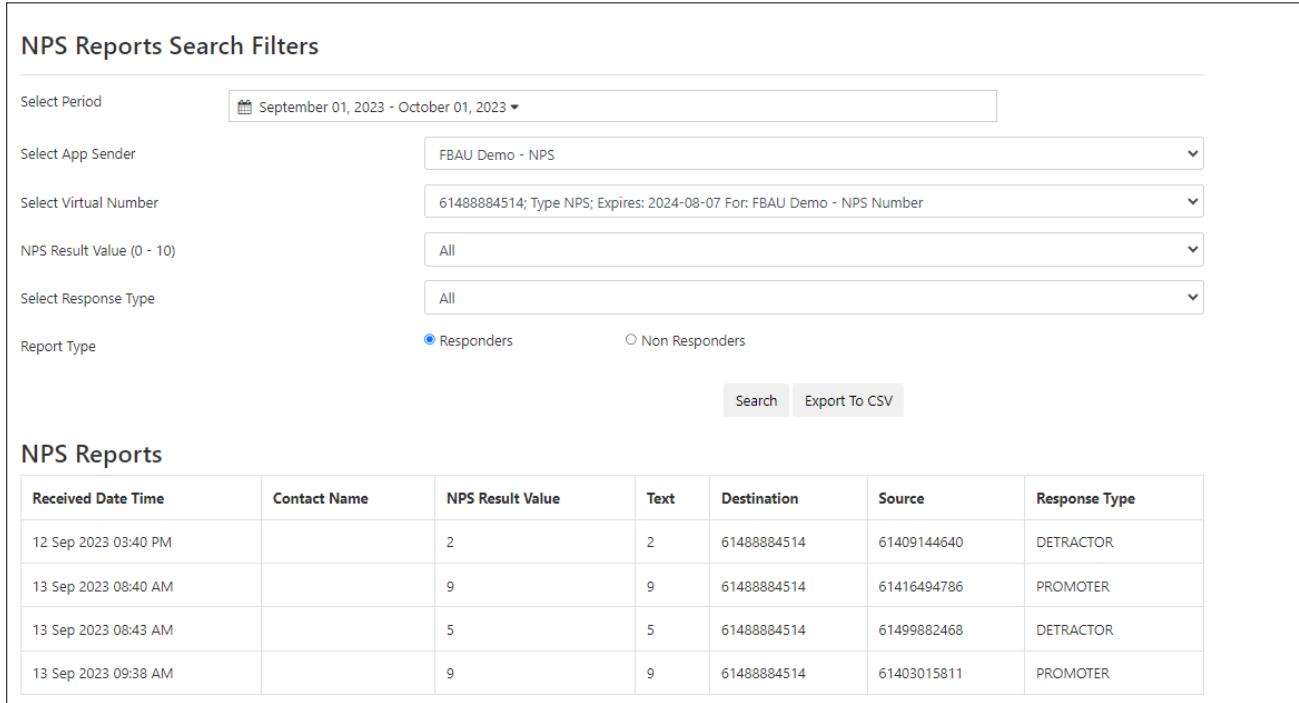
Your NPS® Dedicated number can only accommodate 1 survey at any given time as responses. Responses from multiple surveys would contaminate the results.

Net Promoter Score Surveys (NPS®)

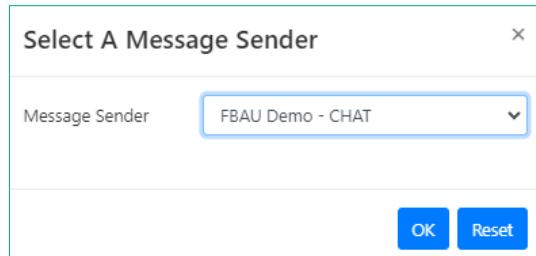
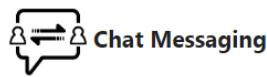
The NPS® Dashboard will give a snapshot of your NPS® Survey result



Whilst the NPS® Detail Report will provide individual response



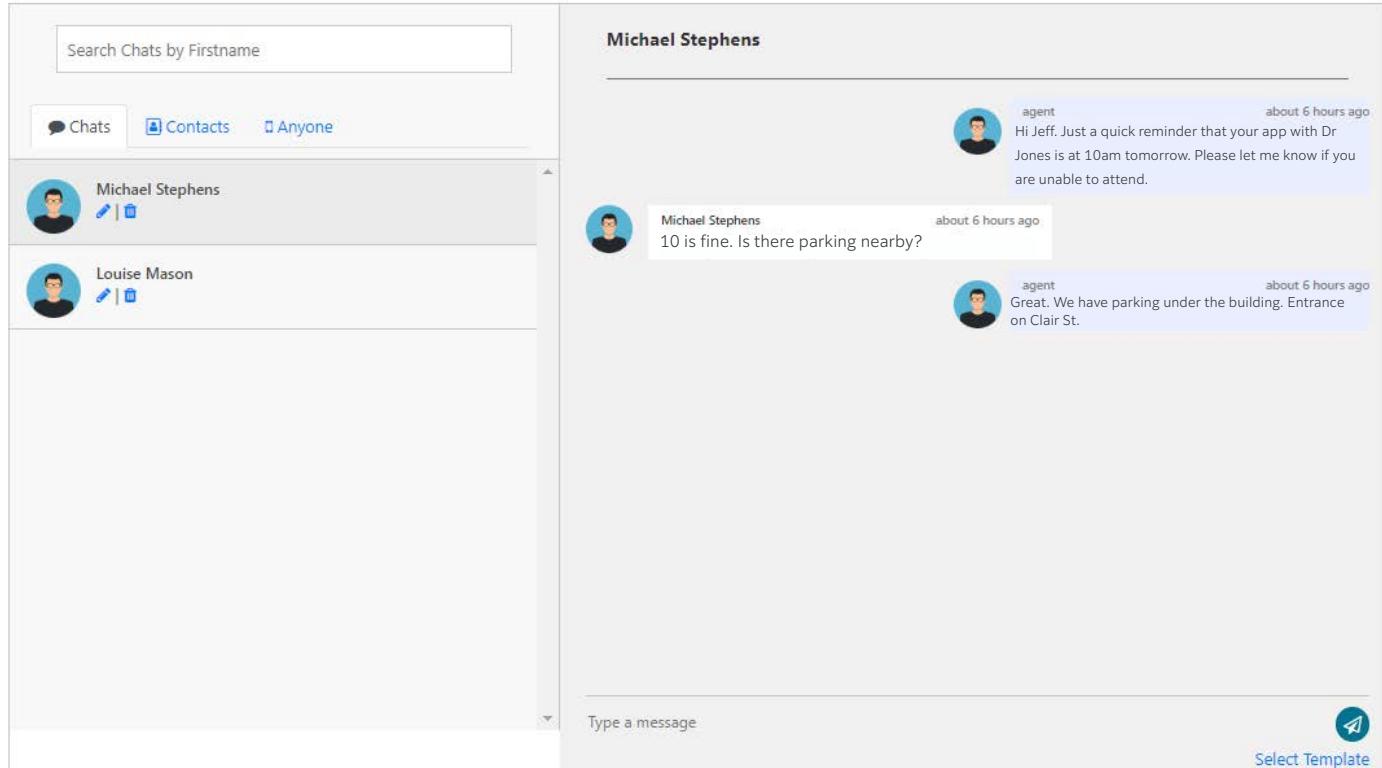
Chat Messaging



Select the number / functionality you want to send your message out from (AppSender Name - Chat)

Chats can be initiatives by

- By Chat - previous conversation in a stream
- By Contacts - that have been uploaded against the Chat AppSender, or
- By Anyone - typing in a new number. You can edit their details once in use.



The interface shows a list of chats on the left. A search bar at the top says "Search Chats by Firstname". Below it are buttons for "Chats", "Contacts", and "Anyone". The "Chats" button is selected. The list shows two entries: "Michael Stephens" and "Louise Mason", each with a small profile icon and edit/delete icons.

The main area shows a conversation with Michael Stephens. The title is "Michael Stephens". The messages are:

- agent about 6 hours ago: Hi Jeff. Just a quick reminder that your app with Dr Jones is at 10am tomorrow. Please let me know if you are unable to attend.
- Michael Stephens about 6 hours ago: 10 is fine. Is there parking nearby?
- agent about 6 hours ago: Great. We have parking under the building. Entrance on Clair St.

At the bottom, there is a text input field "Type a message" and a "Select Template" button with a paper airplane icon.

Previous conversations can easily be picked up and continued from the list on the left

Reports

Reports are available for all messages going out and coming into the portal

September 13, 2023 - September 14, 2023 ▾

Today	< Sep 2023 >												< Oct 2023 >											
Yesterday	W	Su	Mo	Tu	We	Th	Fr	Sa	W	Su	Mo	Tu	We	Th	Fr	Sa								
Last 7 Days	35	27	28	29	30	31	1	2	39	24	25	26	27	28	29	30								
Last 30 Days	36	3	4	5	6	7	8	9	40	1	2	3	4	5	6	7								
This Month	37	10	11	12	13	14	15	16	41	8	9	10	11	12	13	14								
Last Month	38	17	18	19	20	21	22	23	42	15	16	17	18	19	20	21								
Custom Range	39	24	25	26	27	28	29	30	43	22	23	24	25	26	27	28								
	40	1	2	3	4	5	6	7	44	29	30	31	1	2	3	4								
		12	00	AM					11	59	PM													

09/13/2023 - 09/13/2023

Reports can be searched for by

- Date range
- AppSender - Dedicated Number
- Campaign
- Direction (In / Out / Both)

Or by pressing **Search**, the portal will give you all message detail within that period

All reports can be exported for further analysis

Frequently Asked Questions

Is there a daily or monthly minimum quota for sending SMS's?

No. You can send as many, or as few, SMS messages as you like.

Who pays for failed messages?

You, as the Fujifilm account holder, pay for failed messages, that is; messages that were not delivered to a contact in your database.

There are two reasons for this:

- The networks charge us for all submissions regardless of the status.
- We expend more resources in handling failed messages as we re-try sending these messages to the network before reporting it as a failed message

How much does it cost to send an SMS?

There are three factors to take into account when considering the cost of sending an SMS:

The cost per SMS (160 Characters)

Understand that if your SMS goes over 160 characters this will need to be sent in multiple segments and to do this 7 characters are required to link the 2 segments, so when more than 160 characters are used this reduces a segment down to 153 characters each time you add a segment. This is a global limitation of the GSM network not a Fujifilm restriction. (Note, the 160 character limit may be reduced if non-GSM characters are included in the message)

Don't worry the receiving will only receive 1 SMS and not individual segments.

Your Fujifilm account only allows for SMS messages being sent to Australian mobile numbers.

Can customer reply to my messages?

Yes, each message that is sent out using Fujifilm can be replied to.

Each sent message is allocated a dedicated or virtual number. Should your customers wish to respond to the SMS you sent, this unique number will ensure that the customer's response is routed directly to your Fujifilm SMS portal report.

Please note that we do not offer replies or two way messaging for international numbers.

Also note that when using an Alpha Numeric Sender ID (ASID) the global restriction will not allow you to respond to messages received from an ASID. If you need a response when using an ASID you can include a link to redirect a response using a e-form to capture your responses.

Why can't recipients respond to SMS's sent using Alphanumeric Sender ID (ASID)?

Using a sender ID is a non-replyable method of sending. This is because the handset that receives the message does not know what number the message came from, and hence cannot route a response.

A Sender ID is a text or alphanumeric name that appears as the sender on a recipient's mobile phone when an SMS is sent from your account. You are able to send an SMS with a sender ID and include in the message a link, this link redirects the recipient to gather information such as opt in or an e-form which allows you to respond to a SMS using a sender ID.

Frequently Asked Questions

Will I pay for incoming replies to my outgoing SMS Messages?

No, you will not pay for replies to your SMS message.

Anyone who replies to that message will carry the cost of the reply SMS.

Can SMS responses be forwarded to a URL?

Yes, your replies can be forwarded to a URL of your choice.

This can be done by:

- Logging in to your Fujifilm account.
- Creating a keyword and setting up an 'inbound message forward' with a 'Forward To' type of 'URL'
- Enter the URL you would like to use.

Can SMS responses be forwarded to my mobile phone?

No, SMS responses generally cannot be forwarded to an individual's mobile phone as they are sent from a dedicated number which typically isn't an individual's mobile number. There is an exception when using the 'Keyword' function. When setting up your Keyword there is an ability to forward all responses to an individual's mobile phone.

Can I personalise the SMS messages I want to send individually and in bulk

Yes you can.

You can personalise your bulk SMS message sends by adding the recipient's first name, surname, mobile number, dates, amounts, times etc. to the SMS text message that you send. The Fujifilm web portal allows you to create your own personalised token fields to insert into your SMS messages by uploading a CSV file.

Can I access delivery reports?

Yes you can. These are stored in the Fujifilm SMS portal reporting.

Please note, All messages sent will have a status report whether successfully delivered or not.

A delivery report will indicate the status of a sent message, for example: Delivered to Mobile, or Failed.

Does the software link into Active Directory ?

No, this capability is not in scope on The SMS Portal (WebApp).

Should this be a requirement, please speak to your FUJIFILM Account Manager as we are able to offer this as part of a bespoke solution.

The Contacts feature or The Portal can be used to house regularly used contact details

Is the Vendor ISO27001 compliant?

YES

Frequently Asked Questions

Is the Vendor ISO27002 compliant?

YES

Is the Vendor PCI compliant?

No, this capability is not in scope on The SMS Portal (WebApp). No credit card data used in this solution

Does this technology support Single Sign On (SSO) and/or Multi Factor Authentication (MFA)

Yes, Multi Factor Authentication

Will data be stored in the system? If so, will it be stored within Australia?

Yes, in Australia

What data points will be captured/stored/processed by the system

Job related data that is uploaded by the customer will be stored in the system

Will free text fields be captured / stored / processed as part of the data set

Job related data that is uploaded by the customer will be stored in the system

What meta data is collected by the system?

Job related data, including mobile numbers

Will user data (name, email, etc.) be captured / stored / processed by the system

Job related data that is uploaded by the customer will be stored in the system

How will PII (Personally Identifiable Information) be destroyed once no longer required?

PII data is only retained for the purposes of complying with government regulations (e.g. ACMA), at the end of the contract retention period (e.g. two years), the data is automatically deleted from the databases.

As an alternative to destroying PII (Personally Identifiable Information), will any PII be de-identified once it is no longer required?

The data uploaded by the customer for their SMS messaging is typically not sufficient to personally identify an individual, e.g. first name (e.g. Dear Sam) and mobile number.

The mobile number is required to be retained to meet ACMA compliance standards and the message is required to aid in the detection and reporting of Scams. The message is retained as an unstructured text file, i.e. the format required by the Short Message Service.

Frequently Asked Questions

Is it possible to remove names

It would be possible to write a custom script to remove first name, if there was a comprehensive list of first names. However, this has not been requested before and would be an additional fee.

Whats is your experience managing PII

Fujifilm provides cloud hosted data management solutions to many large government and Australian enterprises, holding billions of PII and transactional data and documents in the SaaS platforms for periods in excess of 7 years.

What will happen to PII held by third parties (such as contracted service providers, cloud storage, third party platforms etc.)? - Describe any arrangements (for example, any contractual provisions) in relation to third parties' obligations to retain and dispose of PII.

The data resides only in the Web Services Cloud environments, where we have Service Agreements in place. These Cloud Hosting providers have no access to the applications and/or data. Our Cloud hosting providers are ISO 271001 certified and are governed by Australian privacy laws and the Security of Critical Infrastructure (SOCI) Act.

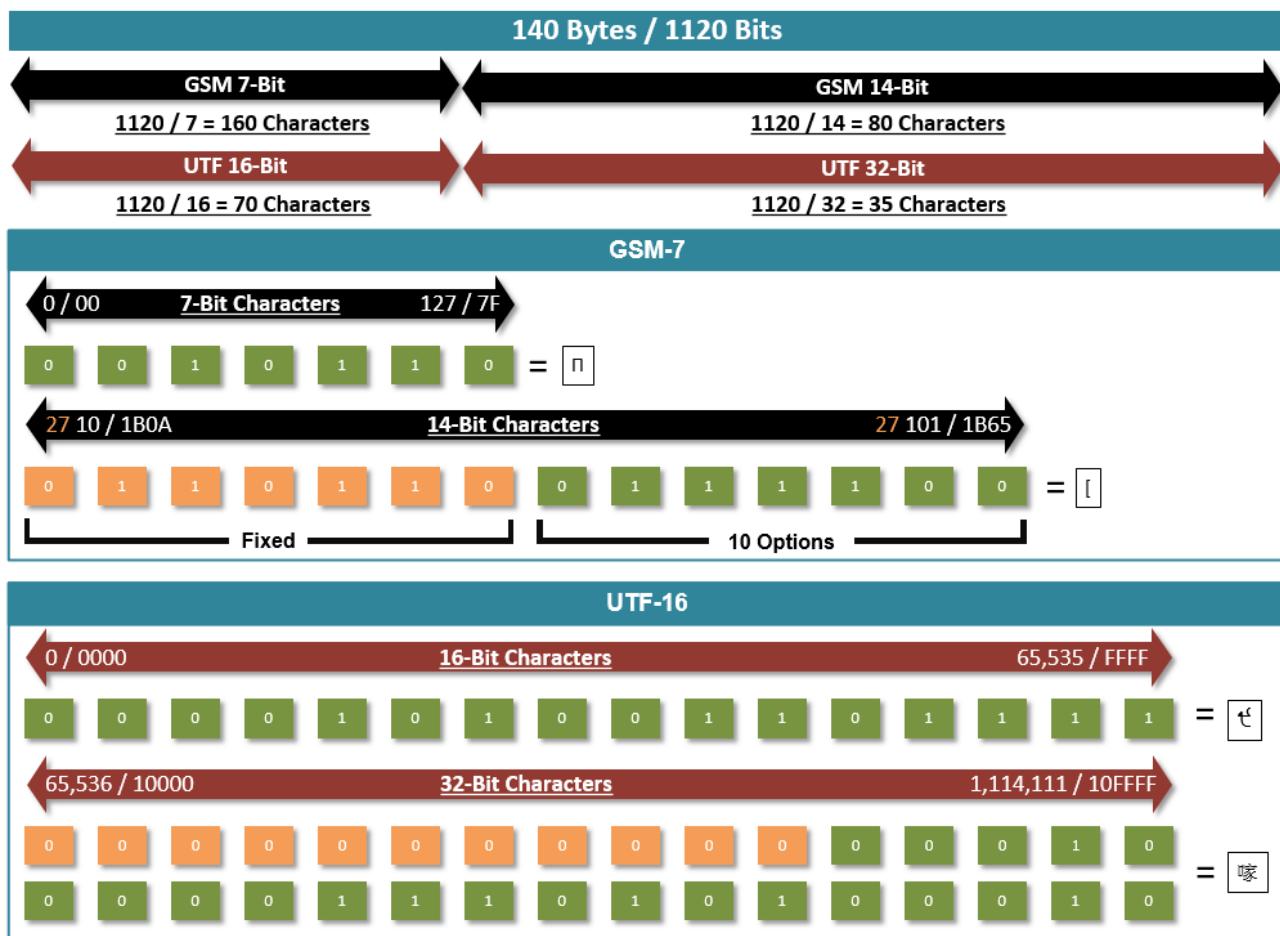
Access to data stored are restricted to Fujifilm system admins using MFA.

Encoding Standards

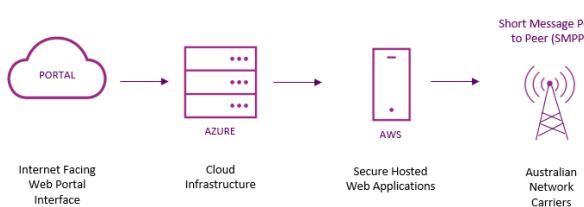
Your digital device translates the numeric values into visible characters. It does this by using an encoding standard. An encoding standard is a numbering scheme that assigns each text character in a character set to a numeric value. A character set can include alphabetical characters, numbers, and other symbols. SMS messages use either 7-bit or 16-bit encoding. The standard encoding for GSM messages is the 7-bit default alphabet as defined in the 23.038 recommendation.

SMS messages sent with 7-bit encoding (ISO 8859-1 or ISO 8859-15) or are limited to 160 characters per message.

- Two supported encoding standards
- Affects maximum message length for a single message
- In GSM, 40 Bits are reserved for UDH (Message Headers) for a multi-part message
- In UTF, 48 Bits are reserved for multi-part
- 32-Bit Surrogate Pairs



Web App Information Flow



Support

Should you encounter a technical issue please contact;

FUJIFILM Technical Support Team (TSC)

shm-fbau-AusCSCShiftDesk@fujifilm.com



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