



# Bulk SMS

## help guide

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## **Version 1**

We recognise how much easier it is to get things done with your suppliers and partners if you know who to talk to. If you have any queries or would like additional information, please contact our support team.

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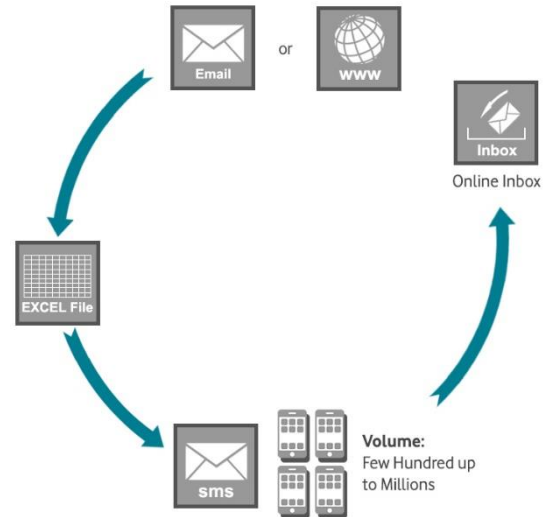
## Introduction

As the name suggests, Bulk SMS offers you a pure Bulk SMS tool for sending anything from a few hundred to thousands of SMS.

SMS can be sent quickly online, or captured in an Excel spreadsheet (containing the cell number and message) and emailed or uploaded for immediate sending.

Features include a Calendar option, SMS Templates, a Bulk SMS Inbox for you to view SMS replies, and a range of settings from zip file security to "No SMS time zones" for the advanced users.

Bulk SMS comes free with all Accounts, and can be accessed from anywhere and requires no installation.



This Help File provides a reference for the Bulk SMS user. We suggest the new user read through this entire document before using the Bulk SMS product. Experienced users can also benefit and learn more about the product.

## Testing your Message

Before sending an SMS to a large group of people we always suggest testing it first to ensure it displays correctly on the handset.

You may also use our "Test your message" facility located under the help tab of all our SMS products.

1. Simple Copy your message into the box provided.
2. Click the Red Arrow

You will now see either a Green tick or Red Cross to indicate if your message passed the invalid character test.

**Test your message**

Your SMS message

0 character(s)

**Problematic characters are highlighted**

## Sending SMS

SMSes can be sent in three ways using the Bulk SMS product:

The screenshot shows the Bulk SMS web interface. At the top, there's a navigation bar with 'Support' and 'Log Out' links. Below it, a menu bar includes 'Home', 'Send SMS', 'Simple Send', 'Configure', 'Checklist', 'Calendar', 'My Inbox', and 'Help'. The main content area displays 'There are 3 ways to send Bulk SMS. Please choose:' followed by three options: 1. E-mail send: I want to e-mail my CSV file to: [alangsm@smsgw3.gsm.co.za](mailto:alangsm@smsgw3.gsm.co.za), 2. Web Send: I want to upload my CSV file off the website, and 3. Simple Send: I want to quickly send SMS off the website. (Supports Calendar SMS). A sidebar on the right titled 'Easy Guide' provides additional instructions and a link to 'Test your SMS for invalid characters here'.

### Email Send

Email Send offers the option to send Bulk SMS from your email client.

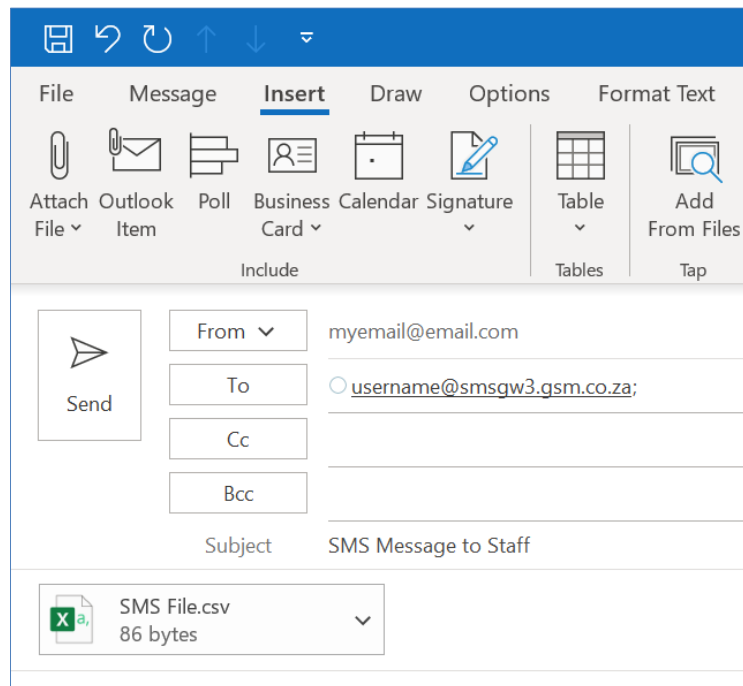
1. Once logged into your Bulk SMS product, click “Send SMS” on the top menu.
2. Choose Option 1 “Email Send”.

The screenshot shows the 'Step 1: E-mail Send' screen. It includes a 'CSV File Check List' with several bullet points: Ensure your CSV file contains two columns (Number, Message), Ensure there are no spaces in the number field, Check that your message does not exceed 160 characters including spaces, should you have EMS enabled this does not apply, Take special note of invalid characters, to view a list please [click here](#), It is always recommended to use Microsoft Excel to create your CSV File, We only support the use of Notepad or Microsoft Excel to create .CSV files on a Microsoft Windows platform. We do not support .CSV files created on Apple Macs, Please avoid copying SMS text into your CSV file as this may cause hidden characters to be sent, Always copy the text into a plain text editor such as Notepad before pasting it into Excel, and Max send per CSV : 20 000 – if your file contains more than 20 000 entries, split file in smaller batches. Below the list is a sample CSV table with two columns, A and B, and two rows of data. A warning box at the bottom states: 'As you have configured your Bulk SMS to use EMS, please take note any messages sent in your CSV file that are over 160 Characters will be billed as multiple messages e.g. an SMS of 161 characters or 300 characters would be considered two SMS's and so on.' Navigation buttons 'Back' and 'Continue to Step 2 >' are at the bottom.

	A	B
1	27825555555	Meeting at 3:30 this afternoon! From Jane.
2	27835555555	Meeting at 3:30 this afternoon! From Jane.

3. Click “Continue to Step 2” after reading all the helpful info.
4. Click “Email the .CSV file now”.
5. Attach your CSV file to the email.
6. Click “Send”.

**Note:** You do not have to log into your Bulk SMS account every time you would like to send using Email, simply open up a new email and send the .CSV file to your personal Bulk SMS email address.

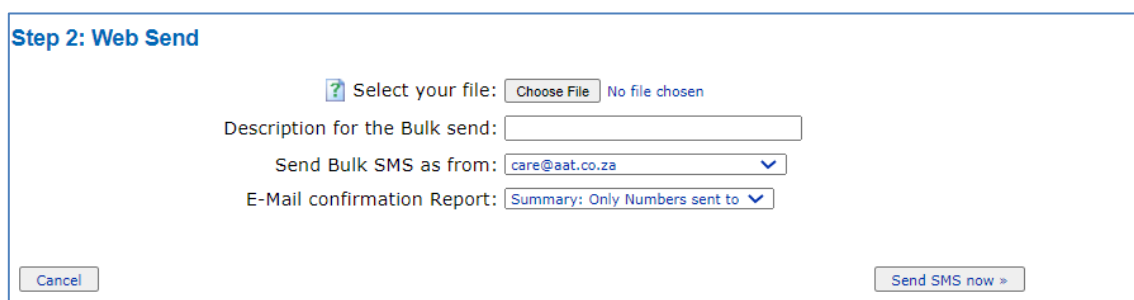


The screenshot shows an email composition window. The 'Insert' tab is selected, displaying various insertion options. The 'To' field is populated with 'username@msgw3.gsm.co.za;'. The 'Subject' field contains 'SMS Message to Staff'. An attachment named 'SMS File.csv' (86 bytes) is visible at the bottom of the email body.

## Web Send

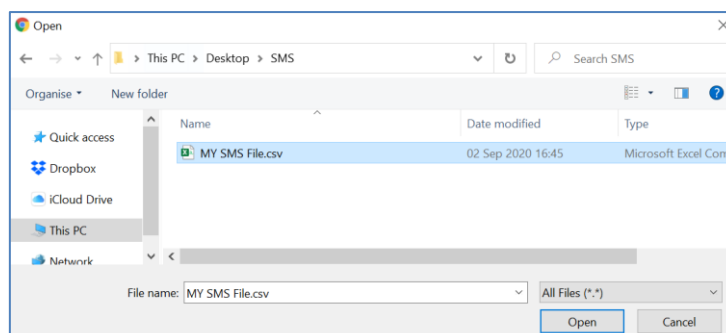
Web Send offers the ability to upload your CSV file directly from the website.

1. Once logged into your Bulk SMS product, click “Send SMS” on the top menu.
2. Choose Option 2 “Web Send”.
3. Click “Continue to Step 2” after reading all the helpful info.

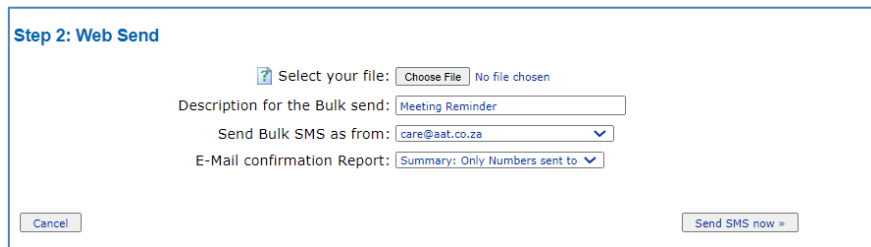


The screenshot shows the 'Step 2: Web Send' form. It includes a 'Select your file' section with a 'Choose File' button. Below this is a 'Description for the Bulk send' field. The 'Send Bulk SMS as from' field is set to 'care@aat.co.za'. The 'E-Mail confirmation Report' field is set to 'Summary: Only Numbers sent to'. There are 'Cancel' and 'Send SMS now >>' buttons at the bottom.

4. Browse to the CSV file on your computer and select it for uploading.



5. Enter a description for your send e.g. “Meeting Reminder”



Step 2: Web Send

Select your file:  No file chosen

Description for the Bulk send:

Send Bulk SMS as from:

E-Mail confirmation Report:

6. Ensure your email address is chosen under the “Send Bulk SMS as from” box.

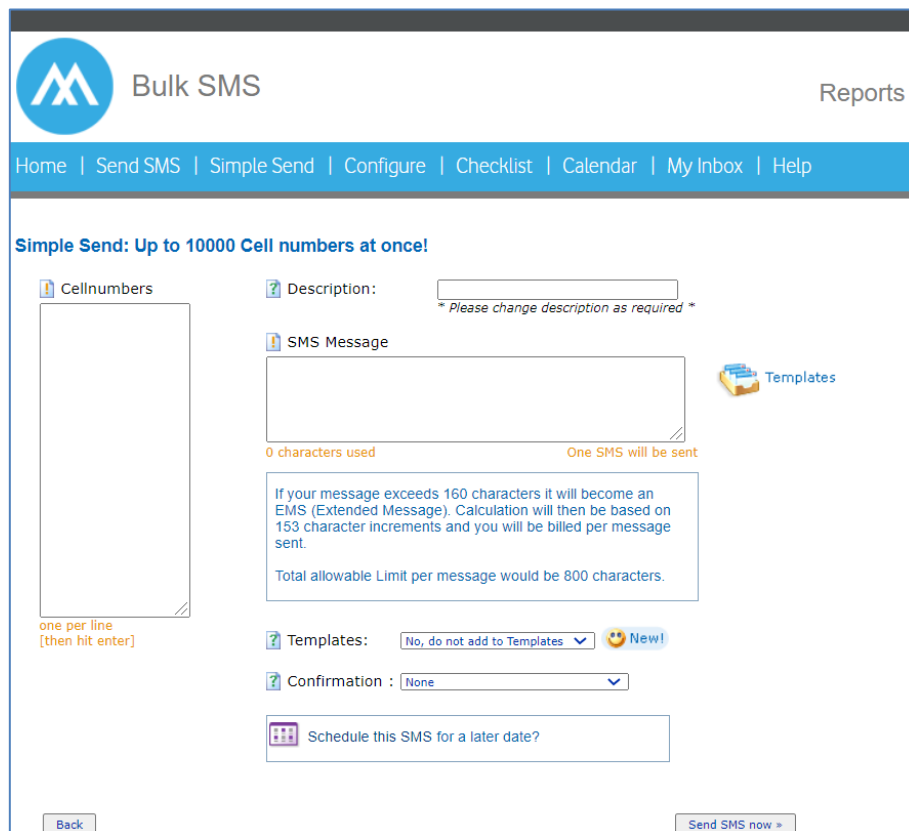
7. Choose “Send SMS Now”

**Note:** SMSes will be truncated at 160 characters for both Web Send & Email Send unless the EMS option is enabled.

## Simple Send

Simple Send allows to you manually send up to 10 000 SMS off the website, in the case where you do not have a CSV file created.

1. Once logged into your Bulk SMS product, click “Send SMS”
2. Choose “Simple Send” from the top menu.



Bulk SMS Reports

Home | Send SMS | Simple Send | Configure | Checklist | Calendar | My Inbox | Help

**Simple Send: Up to 10000 Cell numbers at once!**

**Cellnumbers**

one per line  
[then hit enter]

**Description:**

\* Please change description as required \*

**SMS Message**

0 characters used One SMS will be sent

If your message exceeds 160 characters it will become an EMS (Extended Message). Calculation will then be based on 153 character increments and you will be billed per message sent.

Total allowable Limit per message would be 800 characters.

**Templates:**

**Confirmation :**

3. Enter or Copy and paste your numbers into the “Cell numbers” column one below each other.
4. You may add a description for the send or simply use the default one shown.
5. Type your message into the box provided.

**Simple Send: Up to 10000 Cell numbers at once!**

**Cellnumbers**

27821234567  
27839876544  
27819900990

one per line  
[then hit enter]

**Description:** Meeting SMS  
\* Please change description as required \*

**SMS Message**

Please don't forget the meeting at 11 AM! Thanks

48 characters used      One SMS will be sent

If your message exceeds 160 characters it will become an EMS (Extended Message). Calculation will then be based on 153 character increments and you will be billed per message sent.  
Total allowable Limit per message would be 800 characters.

**Templates:** No, do not add to Templates

**Confirmation :** None

Schedule this SMS for a later date?

[Back](#)      [Send SMS now »](#)

**Note:** Take special care not to copy and paste your message from another application that could add invalid characters.

We always suggest you should copy your message into notepad first. You may also use our “Test your Message” facility located under the “Help Tab”

- You may select a confirmation email from the drop down provided. This simply lets you know we are processing the SMSes in good order.
- If you wish to schedule your SMS for a later time you may do so by choosing “Schedule this SMS” and enter the date and time where applicable. Alternatively, if you wish to send your message now, simply ignore this field.
- Click “Send SMS Now”

## Templates

Frequently sent messages can be saved in your templates folder so they may be used at a later date and time.

### **Saving**

- Compose your message as normal.
- Click the dropdown under “Templates” and click “Yes, please add to templates”

**Templates:** Yes, please add to Templates

**Confirmation :** None

## Sending Using a Template

1. Click this icon in Simple Send

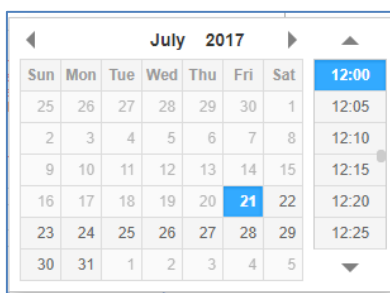


Description	Message	
Simple Send A201015140313	This is a test without a template	✗

2. Choose the template to use.

## Scheduled SMS

Simple Send allows you to send an SMS at a later Date and Time by composing it and selecting “Schedule this SMS” You will then be prompted to select the date/time from the Calendar.



## Duplicate Checking

As a last resort safety net, we do endeavour to block duplicates. The system will attempt to block duplicate files being sent within the same day and will attempt to prevent duplicate individual SMS being sent within a 15-minute window.

Due to the complexities of the entire SMS infrastructure and the number of SMSes being processed etc, it is not a guaranteed facility.

Please be advised we do not check for duplicates if you send an EMS at this stage.

The onus is on the client to not send duplicates. If duplicate SMSes are sent to the networks, they will charge for them.

## Configuring Bulk SMS

### Incoming Filters

You will only be able to send SMS from the email addresses you enter here. Should you wish to use multiple originating email addresses to submit to this service then fill the details in here (one per line).

### Zip File Security

Should you enable this option, we will check that all uploaded and emailed CSV files are zipped, and that the Zip File has been created with a password (if you have entered one under your Configuration Settings). Any files that are not zipped will be ignored.

### No SMS Time-Zone

By selecting a No SMS Time-Zone, we will effectively block any Bulk SMS from being sent during this period. Leave the fields blank should you not wish to use this feature. This can be a useful "safety net" if you do not wish to disturb clients in the late evening or early morning.

### Error Notification Number

Bulk SMS Sends can fail for various reasons (empty file, duplicate file, file blocked etc...), and if it does, we will SMS you on the cell number you enter here. You are not required to enter one and can leave this field blank.

### SMS Delivery Reports

Here you can choose how to handle the delivery reports for Bulk Sends. Options are to receive no reports, to send reports back to the email address they were sent from, or to always send them to a specific address. It is highly recommended to enable reports for error purposes.

### Talking and International SMS

You have the ability to enable or disable the sending of Talking and International SMS from this page. A Talking SMS is an SMS which is sent to a Telkom Landline. The receiver will hear the SMS text read out to them by a computer voice.

**Note:** These options are disabled by default. If you would like them enabled, please contact support.

### EMS Option

Enabling the EMS option allows you to send messages that are longer than 160 characters with both the email and web send options.

Calculation will then be based on 153-character increments due to encoding and you will be billed per message sent.

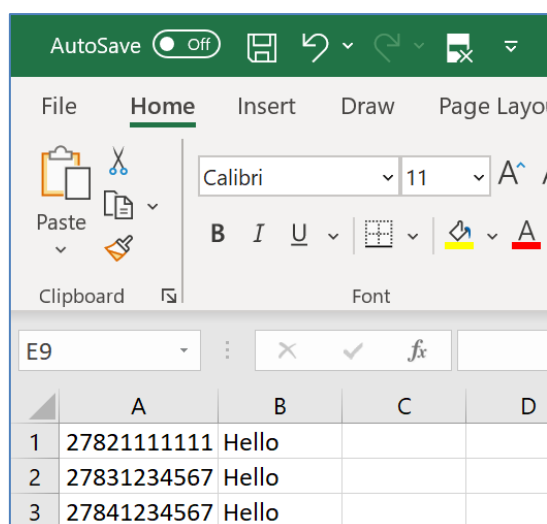
Messages will appear as one SMS on the handset (Handset dependent)

## About CSV Files

- Ensure your CSV file contains two columns (Number, Message)
- Comma delimited only; no other delimiters supported.
- Ensure there are no spaces in the number field.
- Check that your message does not exceed 160 characters including spaces (This does not apply if you are sending an EMS)
- Take special note of invalid characters.
- It is always recommended to use Microsoft Excel to create your CSV File.
- We only support the use of Notepad or Microsoft Excel to create .CSV files on a Microsoft Windows platform. We do not support .CSV files created on Apple Macs.
- Please avoid copying SMS text into your CSV file as this may cause hidden characters to be sent. Always copy the text into a plain text editor such as Notepad before pasting it into Excel.
- Headers should be excluded

### Creating .CSV File in Excel

Open up Microsoft Excel and fill in the numbers that you wish to send to in column "A" and the message in column "B". Please ensure that the cell numbers are in international format, e.g.: 27825555555.



Once you have entered all the numbers and messages, click "File" (in the top left corner of the page) and "Save as...". Choose to save as a **CSV (Comma delimited) (\*.CSV)** File.

### Creating .CSV Files outside of Excel

- Adjacent fields must be separated by a single comma e.g.

27721234567,Message Text.

- Any field may be enclosed in double-quote characters. Some fields must be quoted e.g.

"27721234567","Message Text."

- Fields with embedded commas or double-quote characters must be quoted e.g.

"27721234567","Message text, with a comma."

- Embedded double-quote characters must be represented by a pair of double-quote characters e.g.

"27721234567","Message ""text"", with a comma."

- Fields with embedded line breaks must be quoted e.g.

"27721234567","This is some message text  
with a line break."

## SMS Reports

Complete SMS Reports are available on the web site under username and password protection. Account Administrators can view all SMS sent off the Account, while Linked Users can only view their own.

An easy to use search facility is available to draw out Reports on Sent or Received SMS. Reports can be drawn by Date, User, Type of SMS (Single, Batch or Received), Service used to send or receive the SMS, SMS message and Cell number sent to.

**SMS Reports**  
Report on: Single SMS From: 2 September 2020 00:00 To: 2 September 2020 23:59 Run Report  
All Statuses (no filter) Cell:  Vodacom Subscriber VSP -- All Products --

### Report Detail

SMS Reports offer the following details:

- Product used to send the SMS
- SMS recipient (cell number)
- Delivery status
- Time sent
- SMS message



SMS Reports can be drawn based on date sent, user sent from, type of SMS, product used, message and cell number sent to. Report Tools then allow you to print results or have them emailed to you in Excel format.

	C 27824112004	S 11:43 on Thu 9 Oct 2008	D 11:43 on Thu 9 Oct 2008
1	Hi Team, Please do not forget the meeting at 3pm today!		
	XML2SMS   SMS Status: Delivered (Confirmed)		

Delivered (Confirmed)  
SMS has been successfully delivered.

For Bulk SMS (i.e.: Multiple SMS sent at the same time), details for the Bulk Send are displayed with an option to Zoom in on the individual SMS within each send.

	Total SMS: 3	Date Received: 16:48 on Tue 8 Dec 2009
1	Description: Bulk	
	<a href="#">Zoom on Bulk SMS Send</a>   <a href="#">Download this Bulk send</a>	

## Support

We offer full Support on Bulk SMS.

Simply browse to the Support Form and fill in the required details.

**Log Query**

We'd love to help you! Please complete the short form below, to receive your **Reference Number** and confirmation e-mail.

If you wish, you may then call us on **031 100 0201** (South Africa) between the hours of 8:00 to 17:00 quoting your reference number.

<b>1</b>	Please Select Product	Website / Other ▼
<b>2</b>	Please describe the problem and how this occurred. Please include as much detail as possible!	
<b>3</b>	Please describe the results of this problem. What happened?	
<b>4</b>	Please add who is logging this query. As well as any comments that you might have.	
<b>5</b>	Contact E-mail.	

Log Support Query

Our support team will respond on receipt and investigation of the request.