



SMS MESSAGING FORMAT

Prepared by

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SMS MESSAGING FORMAT FOR FILE UPLOAD BROADCAST

1. INTRODUCTION

sendQuick provides a web interface for users to send SMS manually by using the file upload function. The file upload function is enriched with options for mail merge, allowing users to personalise the SMS messages to the recipients. This document describes the different format to send SMS.

2. SMS CHARACTERISTICS

SMS (Short Message Service) is found on all mobile networks, regardless of technologies (GSM, CDMA). Today, SMS is widely accepted as a convenient and efficient communication method for delivering concise messages quickly. Some standard characteristics of SMS are:

- Message length of 160 characters (include space and special characters)
- Message length of 70 characters in double-byte messages
- Support long (concatenated) SMS for easy reading
- Delivered to most mobile networks (but non guaranteed)

TalariaX sendQuick SMS gateway support all the standard SMS messaging formats. There are two (2) ways in sending SMS. Using GSM modem or Direct connection (ASP) mode. In this document, most of the sending format is for both unless stated otherwise.

3. FILE FORMAT OPTIONS

There are three (3) file format options to send SMS using the web interface. They are:

- File with mobile number only
- File with mobile number and data
- File with mobile number and message (full message)

For all the three file formats, there are a few consistent theme that need to be followed:

- There is no need to provide column name or title for the data. Just commence the data form A1 and follow accordingly
- The first column (A) always contain the mobile number
- One line (row) is for one record. For subsequent record, use the next line (row)
- Supported file format is either Tab Delimited or Comma Separated Value

3.1 File with Mobile Number Only

In this first format, the file will contain the mobile number only. The text (SMS) message will be composed in the text box in the web interface. Do note that each line (row) will contain only one mobile number. If there are 1000 numbers, there will be one thousand rows. Please see below for an example of the format.

	A	B	C
1	91234567		
2	81234567		
3	+6591234567		
4	+6581234567		
5			
6			
7			
8			
9			
10			
11			

3.2 File with Mobile Number and Data

The second file format contains the mobile number and the data (fields) in the subsequent columns. There can be multiple data fields and each field will be in each column. The data fields are used for the mail-merge function. Mail-merge is where the data (in the respective column) is used to replace the represented fields to create a personalised message.

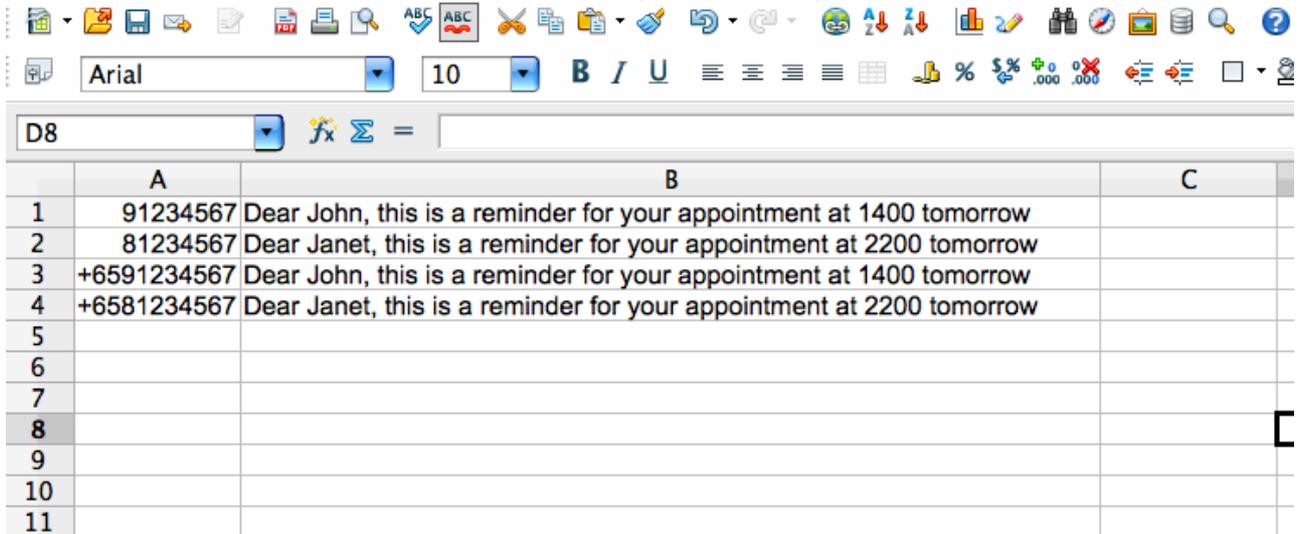
In sendQuick, two (2) data representation format is used; `x1x` or `<data1>`. The representation types will be explained in the web interface where you will send the SMS.

The system can support unlimited number of data fields (`xnx` or `<datan>`). The first column (field) after the mobile number (A) is considered as Data1 (field1). This is actually column B in the spreadsheet. The image below is an example where Field 1 is Column B.

	A	B	C	D
1	91234567	John Tan	1400	
2	81234567	Janet Lee	2200	
3	+6591234567	John Tan	1400	
4	+6581234567	Janet Lee	2200	
5				
6				
7				
8				

3.3 File with Mobile Number and Full text message

The third format is the format where the SMS messages are actually in the file itself. Hence, column B is the full message that will be sent. The example below is the correct format.



	A	B	C
1	91234567	Dear John, this is a reminder for your appointment at 1400 tomorrow	
2	81234567	Dear Janet, this is a reminder for your appointment at 2200 tomorrow	
3	+6591234567	Dear John, this is a reminder for your appointment at 1400 tomorrow	
4	+6581234567	Dear Janet, this is a reminder for your appointment at 2200 tomorrow	
5			
6			
7			
8			
9			
10			
11			

Please note that the descriptions above are using a spreadsheet for easy understanding. You need to Save As or Export the file as Tab or Comma Delimited (txt or csv) before you send.

4. MOBILE NUMBERING FORMAT

Generally, the mobile numbering format to send SMS using sendQuick follows closely on how you actually send SMS using a normal mobile phone. For example, if you are using a Singapore SIM (in the modem) and send to a local number, the local format is either 91234567, 81234567 or the numbers starting with +65 (eg, +6591234567 or +6581234567).

In countries where they have a prefix (eg, Malaysia), the supported format will be (where the local SIM in the modem is Malaysia):

012512345 or 016512345 or +6012512345 or +6016512345

The above describe the sending approach using GSM modem.

When using Direct Connection (or ASP), you will need to adopt a different format. The format is the number with country code, but without the '+' sign. Eg, to send to Singapore number, the numbers will be 6591234567 or 6581234567. To send to Malaysia, the number should be 60125123456 or 60165123456.

For this sending method, the country code MUST be present. If there is no country code, the first 2 digits are considered as country code.

Following the above description, the mobile number format in the file need to follow the format provided to avoid any errors in sending SMS. You are advised to prepare a simple file (about 5 records) to test the format and function before preparing a full list for broadcast.