

## Making it easier for students to contact you

### JANET TXT SHORT CODE SERVICES

PageOne's suite of Short Code Services are ideal for allowing students to interact, communicate and become involved with your institution. Short Codes are already an accepted means for streamlining common services such as:

- ✓ Brochure and prospectus requests
- ✓ Incident reporting
- ✓ Event registrations
- ✓ Logging customer enquiries
- ✓ Status updates
- ✓ Call back requests

### TYPES OF SHORT CODES

PageOne offer both 'Dedicated' and 'Shared' Short Codes.

#### Dedicated Short Codes

Dedicated codes are exclusive to your organisation. They can be used across multiple campaigns and users can create as many keywords as they require.

#### Shared Short Codes

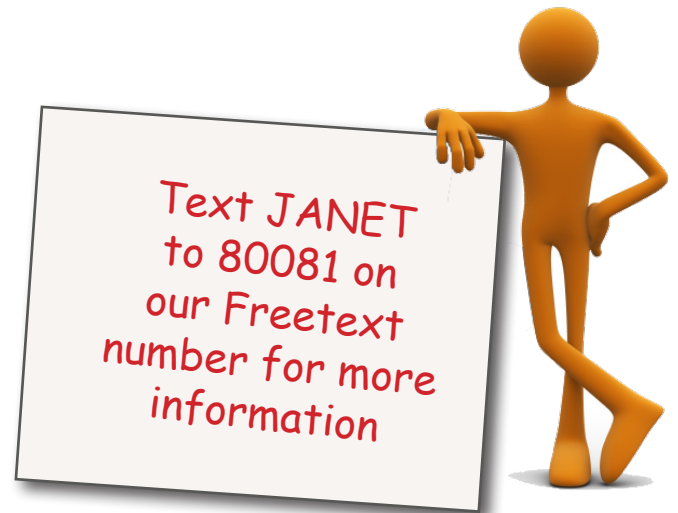
Represent a low cost solution for organisations wanting to realise the benefits of a Short Code. Shared codes are PageOne numbers that are used by more than one customer. Customers simply request the keywords they require to allow access to their services.

#### Long Codes

An alternative to a Short Code is a Long Code number. Long Codes are 11 digit virtual mobile numbers that similarly can be integrated into your existing business software and applications giving them 2-way SMS functionality. Like a Dedicated Short Code, Long Codes enable the user to create as many keywords as they need.

#### Freetext

Freetext is a great Short Code service that allows individuals to text in and access services from a Short Code number for free. It is already a powerful tool for increasing student interaction and response. It combines the ease and familiarity of texting a Short Code with the added benefit that customers do not have to worry about the cost of sending the message.



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### MANAGING YOUR SHORT CODES

PageOne provide all the tools required to set up and manage SMS based services quickly and easily. Be it from an "always available" Campaign Manager web console to direct connectivity from your business application to our SMS gateway using SOAP. Each method can be used with our Short Code range giving you the flexibility to choose the right solution for your organisation.

#### Campaign Manager web console

Our Campaign Manager console lets you manage your Short Codes and Long Codes from the convenience of a web based account. No new software is required. You have the flexibility of being able to dynamically add and manage keywords and SMS responses.

#### Direct integration

For those with existing business applications it is possible to integrate our Short Code SMS services using our SOAP/XML API. PageOne can provide expert advice on getting your dedicated application up and running quickly and easily.

### GET UP AND RUNNING

Can't decide what combination of accounts, keywords or SMS you require? Look no further than our JANET txt Marketing Campaign Packages. Each package comes complete with a Campaign Manager console, use of a shared Standard Text Short Code, and a set number of keywords and SMS.

### INTERESTED IN USING SHORT CODE SERVICES?

To sign up for one of our Short Code Services or to request more information, contact the JANET txt team on [0844 822 5100](tel:08448225100) or email us at [janettxt@pageone.co.uk](mailto:janettxt@pageone.co.uk) to speak to one of our messaging specialists.



#### Typical cost of a Campaign Manager user + 20,000 SMS block

	Cost
Set-up	£50
Monthly rental (includes Shared Short Code & 1 keyword) + 20,000 SMS	£720 @ £60 per month
	<u>£800</u>
	<u>£1570</u> for 12months

#### FREE EXTRAS INCLUDE:

- Master Control account with user account creation capability
- SmartGroups
- Diary/Scheduler
- Extensive range of user guides, technical manuals & toolkits
- Unlimited telephone & email support

#### Optional Upgrades include:

Alpha-tag	£25 per month
Additional key word	£15 per month