

## Simple ways to personalise your SMS messages

### JANET TXT – VALUE ADDED SERVICES

JANET txt value added services offer a unique way of customising your text messages. Whether you want to add your own sender ID or dispatch messages to large groups via one exclusive number, PageOne has knowledge and experience to help you do this.

#### ALPHA TAGS

An alpha tag\* (sometimes referred to as a sender ID or message header) allows users to tag an outbound SMS message with a word or alphanumeric identification that will appear as the 'from' address on the recipient's handset. An alpha tag allows you to attach your institutions name or another unique identifier, so that the recipient knows immediately whom the message is from.

By default, JANET txt accounts are set-up with the standard "JANETtxt" header on all SMS messages. Once you have purchased a custom alpha tag, you will then be able to select it in the 'From' dropdown located in the Compose Message screen, or the Diary/Scheduling feature.

Alpha Tags can be of particular benefit in areas such as:

- ✓ **Branding.** Ensures that the name of institution or department appears on the recipients' phone so they are clear as to where the message has come from
- ✓ **Marketing campaigns.** Differentiate by each campaign with their own unique alpha tag
- ✓ **Emergency alerts.** Provides immediate identification of emergency message or level

\*Alpha Tags must be pre-registered and must not infringe copyright or trademark laws

#### SMARTGROUPS

Smartgroups allows user to send the same message to a group of recipients simultaneously through the use of a dedicated group broadcast number. They offer powerful messaging capability allowing alerts and messages to be quickly distributed to any combination of mobiles, pagers and e-mail addresses.

Smartgroups can be of particular benefit in areas such as:

- ✓ **Emergency broadcasts.** Quickly and efficiently notify individuals in the event of a crisis
- ✓ **Reminder broadcasts.** Message students about assignment due dates and additional course details
- ✓ **Notification broadcasts.** Inform particular groups of room changes or lecture cancellations

#### INTERESTED IN USING JANET TXT VALUE ADDED SERVICES?

To sign up for an Alpha Tag or our Smartgroup services, contact the JANET txt team on 0844 822 5100 or email us at [janettxt@pageone.co.uk](mailto:janettxt@pageone.co.uk) to speak to one of our messaging specialists.

