

GENESYS

This PDF is generated from authoritative online content, and is provided for convenience only. This PDF cannot be used for legal purposes. For authoritative understanding of what is and is not supported, always use the online content. To copy code samples, always use the online content.

CX Contact Help

Create an SMS Template

Contents

- 1 Create an SMS Template
 - 1.1 Create SMS Content
 - 1.2 Personalized Content

Create an SMS Template

Important

The content of this document has been moved and is no longer being updated in this location.

For the latest content and most recent updates, see the CX Contact Help on the Genesys Multicloud site.

If you plan to run a campaign using the SMS channel, you can build and modify SMS templates in CX Contact. This page explains how.

Important

Currently, CX Contact supports Alert templates only.

Create SMS Content

To get started, you need to create an SMS dialing profile

When you set up your SMS profile, you'll see a tab named **Content**. This is where you'll create a template for an SMS message and one for responses to Help and Opt-out requests from customers.

lew SMS Dialir	ng Profile "Sales"	
General Dialing Treat	ment Content Advanced	
All fields marked with an as	sterisk (*) are required	
SMS Alert Templa	te	
Alert script with support for	HELP and opt-out	
* Type		
Alert	*	
Labels		
Chasses Label		

To begin, specify the following:

- Type Select **Alert**. (Future releases will include support for additional types of SMS templates).
- Labels If you plan to personalize messages using fields you defined in a labeling schema, select the labeling schema here. Otherwise, the Pesonalization menu will populate the default CX Contact list fields. See the Personalized Content section below for more information.
- Use Smart Filter When enabled (default), CX Contact removes unnecessary symbols, spaces, and line breaks before sending the text message.

Now, insert the text into the message body for each type of alert message:

- Initial Message The initial outbound message, also known as the Message Termination (MT).
- Help Response The response used when a customer texts the Help or Info keyword. See the Supported Keywords section for a list of supported keywords.
- Opt-out/Stop Response The response used when a customer texts the **STOP** keyword. Those customers are automatically added to the suppression list. Additional Supported Keywords such as, Unsubscribe, Cancel, Quit, and END will also automatically add the customers device/mobile number to the suppression list.

Important

ARRET and UNSUB are supported Opt-Out/Stop responses for Canada.

Initial Message Personalization Add personalization	Hi first_name Last Name× your balance× for account× is above your limit. Please make payment immediately.		
G ⇒			
Help Response P Personalization Add personalization	This is a message from company_name. More info call		
[]	් 54/160 Characters		
Stop Response Personalization Add personalization	You have been removed from future communications.		
G →	ے 49/160 Characters		

Supported Keywords

The following is a list of supported keywords. These are not case sensitive.

- Help
- Info
- Stop
- Unsubscribe
- Cancel
- Quit

Character Length in Message Bodies

There is no limit to the amount of characters in the message body text, but sending an SMS with more than 160 characters is enabled with SMS Concatenation. Also, when using Personalized content, those field values count toward the maximum field length. Every tag counts as 10 characters.

Important

Delivering content with more than 160 characters requires the system to send multiple SMS messages. Since each SMS incurs costs, please consider this when

creating content over 160 characters.

Personalized Content

To personalize a message (for example, greet the customer by name):

- 1. Select the labeling schema from the Labels menu
- 2. Fom the personalization menu, drag the contact list field name to the body of the message.

O	∕ ″	
Add personalization	drag and drop field name	
First Name		2/150 (%)
Last Name		2/100 Chi
Client ID		
Company Name		
Time Zone 🗸	Required	
Personalization		
Add personalization		

Important

When you use the personalization feature, we recommend you always use the **Send SMS Test** option to ensure the template populates as expected.

Scenario

Action: You write: *Hi* followed by the *First Name* tag:



Result: The system scans the contact's information and finds that the *First Name* value for this contact is John. The customer receives the following text message: *Hi John*.