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## CX Contact Help

[Create an SMS Template](#)

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The content of this document has been moved and is no longer being updated in this location.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

New SMS Dialing Profile "Sales"

General Dialing Treatment **Content** Advanced

All fields marked with an asterisk (\*) are required

SMS Alert Template

Alert script with support for HELP and opt-out

\* Type

Alert

Labels

Choose 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 Personalization 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.

The screenshot displays the 'Create an SMS Template' interface. It features three distinct message templates, each with a title, a text input field, a 'Personalization' section with an 'Add personalization' button, and a character count.

- Initial Message**: The text field contains 'Hi first\_name Last Name x your balance x for account x is above your limit. Please make payment immediately.' The character count is 109/160 Characters.
- Help Response**: The text field contains 'This is a message from company\_name. More info call...'. The character count is 54/160 Characters.
- Stop Response**: The text field contains 'You have been removed from future communications.' The character count is 49/160 Characters.

At the bottom right of the interface is a blue button labeled 'Send Test SMS'.

## 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

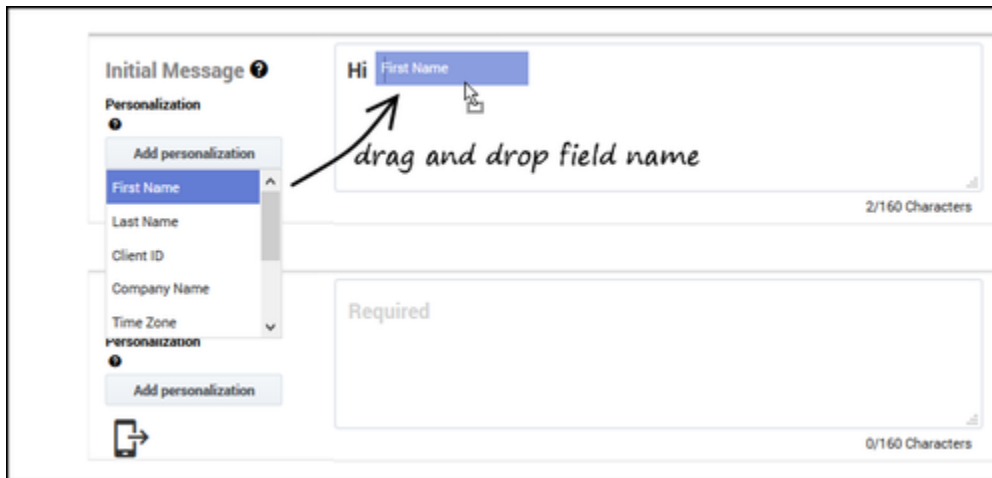
Delivering content with more than 160 characters requires the system to send multiple SMS messages. Since each SMS incurs costs, please consider this when

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. From the personalization menu, drag the contact list field name to the body of the message.



### 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:

**Hi** **First Name** x

**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*.