



e-TXT GUIDE

BUSINESS MESSAGING

MADE EASY

Thanks for choosing Spark eTXT

As a new user, we have created this guide to help you understand the full functionality of our service and make the most of the benefits.

About Spark

e-TXT launched in 2005 and has more than 8,000 users registered since inception. We are the largest A2P carrier solution in New Zealand. Our customers are from a wide range of industries including retail, education, logistics, travel, agriculture, utilities, medical and also include software companies, all of the large banks and most government departments. We remain the most cost-effective business SMS solution in the market per feature.

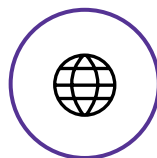
eTXT products



Email to SMS

NO INTEGRATIONS
REQUIRED

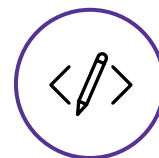
Send SMS messages from your email & get responses delivered right to your inbox.



Web SMS

ENHANCED REORTING
CAPABILITIES

Send and receive SMS messages and generate delivery reports from within your web browser.



SMS APIs

POWERFUL & FLEXIBLE
COMPLETE CONTROL

Offers simple to follow developer guides & integrates with your own software in your preferred language.

Useful Resources to Get You Started

[> Quick start guide](#)

[> User guide](#)

[> Frequently asked questions](#)

[> API developers guide](#)

[> API tutorials](#)

[> API frequently asked questions](#)

Support

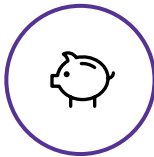
If you have any technical queries feel free to contact the e-TXT Support Desk at mobiledirect@sparkdigital.co.nz or call between 9am-5pm (GMT+13:45) on 0800 **GET eTXT** (0800 438 3898 option 1 for Spark Digital customers and Option 2 for HMB customers).

Common SMS use cases

Customer communications

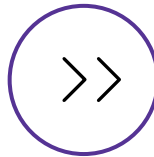
Research shows SMS can be up to 8x more effective than email and 90% of messages are opened within 90 seconds of arrival. Experience the power of SMS with its ubiquity and high response rates by switching internal staff and external customer communications to SMS.

eTXT is the answer to automating customer communications using SMS from your email, web browser or API.



Cost Effective

Reduced & measurable costs compared to traditional marketing campaigns.



Fast

Instant access to a wider audience with an open rate of 90%.



Reliable

A direct connection to the largest and most reliable platform in New Zealand.

Note: Email open rate is only 20% verse 90% from SMS. Source: Oracle: Modern Marketing Essentials Guide (2015)

SMS reminders

Business challenge:

FAILURE TO ATTEND

- Lost time
- Extra admin
- Lost revenue
- Additional phone charges
- Additional postage costs
- Unfilled appointments
- Idle staff
- Inaccurate staff scheduling
- Inaccurate waiting times for the remaining attenders.

The solution:

SMS REMINDERS

45%

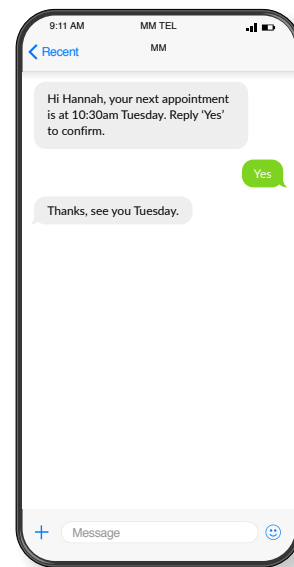
Improvement in the failure to attend rate (\$96K in lost revenue was recuperated over 2 months).

\$15K

Reduced postage costs over 2 months.

92%

Patient satisfaction rate after SMS implementation.



Other SMS use cases

Alerts & Updates



Appointment reminders



Confirmations



Logistics & delivery updates

Internal Comms.



Staff rostering



Two-way feedback



System & service announcements

Security & payments



Billing & payment reminders



Secure authentication



Pin & service announcements

Marketing*



Promotions



Feedback & surveys



Competitions

* Ensure you are following best practices by sending to customers who have opted-in to marketing communications and include an opt-out with every message.

Features of eTXT

| Features | Description |
|----------------------------|---|
| Multiple sending methods | All customers can access the Web Portal, API and Email2SMS service. All-inclusive pricing, so there's no extra charges. |
| Always up-to-date | The platform is regularly updated to future proof your business messaging |
| Simple and easy to use | Recently upgraded, our interface is modern and easy to use. <ul style="list-style-type: none"> • User friendly • Online support documentation, FAQ and quick start guide |
| Contacts/Groups | Contacts and Groups can easily be created via CSV uploads in less than 10 seconds. <ul style="list-style-type: none"> • Classify using 5 custom and unique identifiers • 7 additional filters (e.g. company, city, language) • Choose between private (per user) or shared (across registered company users) |
| Reporting and Analytics | Dashboard and reports for sent and received messages <ul style="list-style-type: none"> • Breakdown reports by user, summary or all messages per day/specific period • 3-month history and 5 year history available on request • Detailed information included (name and number, time stamps, message type etc.) |
| Scheduling | Schedule your messages ahead of time. <ul style="list-style-type: none"> • Daily, weekly, monthly or annual • Set to repeat on any specified interval • In-built calendar to easily project and manage message schedule |
| Merge Fields Functionality | Personalise message for each recipient using a CSV file. <ul style="list-style-type: none"> • CSV file will contain the fields required to construct the message <p>Example: Dear [name], your current registration number is [registration ID] and the course you enrolled for is [course name].</p> |
| Message Folders and Groups | Navigate messages by creating folders or groups per campaign. <ul style="list-style-type: none"> • Create folders like 'Inbox', 'Sent Messages' and 'All Messages' • Group all replies by specific purposes (E.g. All replies from last weeks marketing promotion) |
| Attachments | Insert attachments to your messages. <ul style="list-style-type: none"> • eTXT supports word and excel docs, PDF, JPEG and various other formats. • Easily attach user manuals, time sheets, pay slips, invoices etc. |
| Translate | Translate messages from within our Web Portal. <ul style="list-style-type: none"> • Type in English and automatically translate to your selected language |
| Company Settings | Numerous company level settings available. <ul style="list-style-type: none"> • Limit messages per hour or day • Limit message length • Set password policy (3 strength levels) • Allow translation (Y/N) |
| User Settings | Numerous user level settings available. <ul style="list-style-type: none"> • Various roles assignments: User, User Admin, Admin, Group Admin, Report Admin • Time Zone (Any) • Email2SMS (Y/N) |
| Additional benefits | <ul style="list-style-type: none"> • Unlimited drafts and templates • Emojis supported • International recipients supported • Customisable colours and Avatars |