

SMS Speedway Information Sheet

What is SMS Speedway?

SMS Speedway is the original commercial text messaging company, currently based in Cumbria, Northern England. SMS Speedway started the SMS revolution in business when our founder first produced the text message appointment reminder. Our friendly support staff are based either in Cumbria or London, enabling our global reach and impact. We care passionately about our clients and giving you a competitive advantage, fueling the spirit of innovation that started us, which is still at the heart of everything we do. Where we lead, others try to follow.

Our strong reputation is built on our key values and motivators

- Innovation
- Adding value to our client's business
- Excellent customer support
- Reliability
- Compliance with UK and EU data protection laws

Setting up our services

Setting up SMS Speedway with Reapit is easy – simply complete the branch information spreadsheet (linked below), and send to SMS Speedway support (contact details are at the end of this document). Please also notify Reapit support that you give authorisation to set up text messaging with SMS Speedway. SMS Speedway will then create your accounts and communicate with Reapit to get you integrated. Please note – there is an initial £25 (inc vat) setup fee, and a £20 (inc vat) setup fee with every new branch.



<https://goo.gl/4fhSzU>

<https://goo.gl/w5L8iL>

What does SMS Speedway offer?

Ad-hoc messaging

Through our website, ad-hoc messaging allows you to send messages to individual phone numbers or lists of phone numbers that you specify. By using the web interface, you can communicate with clients professionally and directly to their phone.



Reply-back messaging

Reply-back messaging allows the recipient to reply to the message you sent, in the same way as they would reply to a normal text message sent between two phones. You would then receive an email in which you can reply and engage with the client. SMS Speedway allows you to receive unlimited replies in a conversation for free – you only pay for what you send.

Click-to-reply is another method for engaging with clients in a two way conversation. Where a standard one-way message is sent with a link, which will direct the user to a web interface in which they can reply to you. Replies sent through this method will come to your team in a similar manner as two way messaging, although a client will be limited to the web interface. This method does not use credits, only the text message sent with link will use one credit.

Similarly to ad-hoc messaging, reply-back messaging can be used in conjunction with other services such as ad-hoc messaging or appointment reminders too. Our clients find dedicated lines in particular, work extremely well with reply-back messaging, please see the 'Additional Features' section for more information.

Automated confirmations and reminders

When integrated with SMS Speedway, you are able to queue reminders and confirmation messages automatically, to allow clients to receive an SMS message before the booked appointment, to remind them to attend. Enabling this service reduces the number of missed appointments, allowing for a better service for both you and your client.

SMS Web App

SMS Speedway takes the next technological step on from apps with our web app that works directly on your client's mobile phone, without the need for any software to be installed.

The web app beautifully presents a product's full details and photographs while enabling direct two-way communication between you and the client. Utilising the world's largest database of phone capabilities, our system automatically detects the phone and scales images and presents property details according to the phone's capabilities, creating the best possible impression.

Due to SMS Speedway's text messaging capabilities, your client can request for further details or forward the product presentation on to a partner. To ensure the best customer service, phones without web app capability are still compatible, and the client can read the product's highlights from an accompanying text message.

A tailor made experience is curated through SMS Speedway's web app as each client and product has their own unique link. This allows clients to request further details without the hassle of having to fill out forms. It also enables tracking of who has read the message, giving you precise insight into which client is interested in which products.

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SMS Surveys

Surveys enable a customer-focussed business to engage with their clients and obtain valuable feedback and market intelligence. Our survey facility is easy to use with helpful reports that enable you to get the maximum insight from your clients' feedback.

SMS Speedway allows for surveys to be conducted over text messages for customer convenience. A question is sent via text message, and when the recipient replies, it will be stored for reporting and the next question will automatically be sent out. This process is repeated until all of the questions have been answered, and a full report can be given.

For more information on SMS Surveys, please see the PDF in this link [here](#).

Reach Out

Our reach out system has been designed to provide a quick, easy and secure way to request copies of documents from your clients.

Although our system fully supports receiving MMS messages, requesting files via our standard text messaging service can cost your clients to send them back - many contracts including standard SMS messages do not include MMS messages, and these can cost the sender to send.

With that in mind, we have designed the reach out system so that you get the speed requesting files that an SMS would provide, but still allowing your clients to respond without paying for it. It is a properly presented request to your clients complete with your message to them and optional instructions and descriptions for each file. For example, a driver's license request could include the instruction "please ensure that the photo is clearly visible".

It is this ability to include instructions and descriptions along with each requested image and file alongside our integration with client CRMs and other software that makes Reach Out unique. It is a step beyond using facilities such as WhatsApp or email.

ChatBot

Our uniquely branded and personalised chatbot integrates with a wide range of communication platforms including FaceBook messenger, WhatsApp, Telegram, Signal, Twitter Direct Messaging, SMS and email.

The chatbot supports personalised customer communication such as self help, property searches and queries and requesting appointments. It has the ability to work alongside a human operator, augmenting their responses and increasing efficiency.

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Email

We have an extensive email capability both as a stand-alone service as well as enabling email-based APIs and software integration.

BCM (Business continuity and emergency management)

The Business Continuity Management service is an automated system, allowing for minimal time wastage with maximum efficiency. Our emphasis is on organised and clear communication to manage situation escalation. Pre-planned and accurate updates for staff working locally and internationally can be sent remotely from authorised handsets. When a message cannot be delivered to a primary contact, an alternative will be tried if it has been provided. This maximises the ability to contact staff when national infrastructure is under stress.

A part of the BCM service is our self-reporting system which allows for mass communication at a distance. This enables a staff member to self-reports as ill and a running poll showing how many staff are self-isolating each day.

The system supports groups of people along with their contact details. Engagement can be as a group or individually, so that you can track full recovery through automated check-in messages. Our system enables group specific communication, meaning that department or floor-specific information following a security alert, outbreak or facility closure can be effectively managed.

A real-time dashboard of updates allows you to monitor staff response e.g. how many report as active or unable to work remotely.

The BCM system will automatically check the contact information that it holds periodically, at intervals specified by the customer. It does this by automatically sending confirmation messages to the recipients in the database and recording the responses that it receives. Where responses are not received, it will create an exception report the is sent to the contact nominated as responsible for that group of people. For example,

the department manager.

Domain name registrations

We offer domain name registration and management. We have a full customer domain portfolio management capability managing things such as domain name renewals, SSL certificates and domain name transfers.

DNS services

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We have a very large number of domains managed on our DNS services. Clients using our DNS services include football clubs, banks and airlines. Customers have access to their DNS portal that gives them full control over their DNS settings.

Our DNS service is highly resilient and features geographic, network and carrier redundancy. Our resilience has been perfected over 25 years of enterprise class service provision.

Web Hosting

We offer a limited web hosting service for clients by request only. As with our DNS service, our web hosting services have been perfected over 25 years of exceptional provision. We have a particularly strong provision of branded product presentation which is deeply integrated into our messaging capabilities.

VoIP

We offer a robust and extensive VoIP service. This service is integrated with our messaging services and completes the full stack of communications capabilities for clients.

Outlook Plugin

To allow a seamless transition between sending text messages to clients and emails to colleagues, SMS Speedway has made an addin for Outlook that you can easily install. Instead of using our website to send messages, you can communicate with clients from Outlook, alongside your emails.

For more information on the Outlook Plugin, please see the PDF in this [link](#).

Bulk Sending

SMS Speedway offers a 'bulk send' option through our website, allowing you to conveniently contact a large number of your clients instantaneously. Bulk sending not only allows you to send the same message to a specified list of contacts, but you can also curate a personal experience with unique messages for individuals within your clientele. By including a client's name or specific details regarding a booking in a

message, you add a personal touch. SMS Speedway allows for endless possibilities while also providing a convenient and easy service to use.

Auto-responding replies

Follows a script and keywords

What is the 'Branch Information sheet'?

The SMS Speedway Branch Information sheet is a document to record all accounts and sub accounts associated with your company. It is also used to create these accounts and sub accounts to allow for multiple branches to be managed under a single main account. This allows you to take control over how your clients

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are being interacted with across the company, supporting excellent customer service.

[This guide](#) will explain what information we require in the Branch Information sheet in order to set up our services.

Additional Features

Message Prefix

SMS Speedway allows you to appropriately brand your text messages and to ensure clients know where the message is from. A message prefix is a short message (20 characters or less) that is forced at the start of all messages sent from your company account.

For example, if the prefix was "Example Company:", and an employee sent a message such as: "Please call us on 01228 217222 when you get this". The message sent would read: "Example Company: Please call us on 01228 217222 when you get this".

Message Suffix

Similar to a message prefix, a message suffix is a short message (20 characters or less) that is forced at the end of all messages sent from your company account. Our clients often use this capability to append contact details such as phone numbers.

For example, if the suffix was "tel: 01228 217222", and an employee sent a message such as: "Please give me a call when you get this – John.". The message sent would read: "Please give me a call when you get this – John. tel: 01228 217222".

Setting up message prefix and suffix

It is important to note that prefix and suffixes count towards the character count of messages you send which is why we limit them to 20 characters. To enable a prefix, suffix or both, simply email us on support@sms-speedway.com with your account ID and what you would like to set up. We will then send you confirmation once it has been changed.

Sender ID

The sender ID is what usually would display as the phone number. The sender ID is the name of your company or branch, depending on what you have set it as. When using our standard service without replies, you can set this to any combination of 11 characters, or 13 numbers. This could be your company name or branch to brand your messages. When our reply back feature is enabled, your sender ID is overridden and replaced with a gateway number.

Gateway Numbers

Our reply back service relies on something known as 'gateway numbers'. This enables the mobile networks to know where replies need to go to reach you. Our free reply back service has a pool of gateway numbers that are temporarily assigned to you while a conversation is active. When the conversation becomes inactive, the

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number is recycled. This is not a problem, but some of our clients like to have the option to have a static number for their clients to text them on. To enable this, we are able to offer the option for you to lease a dedicated line on a fourteen month contract.

Dedicated Lines

SMS Speedway offers you the option of leasing a dedicated line for a small service fee, to be used as your gateway number. This allows you to advertise the contact number as your own, and use our services for other marketing purposes. Clients are able to save your number to their phones and text you any time, or forward your number to a partner or friend.

For more information on dedicated lines and gateway numbers, please see the PDF in this link [here](#).

Need more help?

If you are having any difficulties or would like more information about our service, please do not hesitate to contact SMS Speedway support using the details below.

SMS Speedway Support Contacts

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