



Gain valuable contacts whilst generating an income from incoming SMS messages to a short code number.

- ✓ receive SMS messages on a short number
- ✓ generate income
- ✓ capture contact details
- ✓ automatic reply sending



OVERVIEW

Premium SMS is based on an inbound SMS sent to a short, 5-digit number. SMS entries generate an income as SMS cost to sender is charged at a premium rate (from R1 up to R30). In response to an inbound SMS a number of optional functions can be performed automatically including a return SMS, data retrieval from a spreadsheet or integrated system (which is then sent back to the requester), a remote database update and a response email with an attachment.

All SMS entry reports are sent to your email address on a daily, weekly or monthly basis and you may choose to receive them via email as they come in. Entries can also be tracked with the AmiCell® SMS Direct website.

The first month's payout occurs after 90 days, thereafter monthly. In the first week of the 4th month you will receive a statement with the amount payable to which you respond with an invoice and your banking details. Prompt payment is then made by AmiCell® SMS.



FEATURES

The Premium SMS service features include:

- ✓ Receive SMS messages to a short, easy-to-remember number.
- ✓ Integrate 3rd party applications using various methods and send an optional reply message accordingly.
- ✓ Optional automatic reply sent back to device.
- ✓ Receive reports via email on SMS messages received in real-time, daily, weekly or monthly.
- ✓ See and manage SMS entries online using AmiCell® SMS Direct at no additional cost.
- ✓ Manage your Premium SMS campaign online using AmiCell® SMS Direct at no additional cost.
- ✓ Receive SMS messages with additional text for more intricate Premium SMS campaigns.
- ✓ Users can SMS in a keyword or any other text like numbers, codes and sentences.
- ✓ Users can request data via SMS. Upon receipt of an SMS entry a spreadsheet residing on the AmiCell® SMS Access Point can be scanned for specific data which is sent back to the SMS sender.
- ✓ Upon receipt of an SMS entry containing an email address an email response (with an attachment) can be sent.



PRICES

There are two Premium SMS options: a dedicated short code and a keyword on a shared, existing number. Both options work the same except that you can SMS any text to a short code and only a specific keyword to the keyword on a shared short code option. On a dedicated short code you can also choose to have many different keywords.

All prices excl. VAT.

DEDICATED SHORT CODE

[e.g. SMS your answer to 38008.] SMS any text to the 5-digit number. Available in price bands ranging from R1 to R30.

KEYWORD ONLY

[e.g. SMS "WIN", followed by a space and your name to 33000.] SMS a specific keyword to a 5-digit number. Only available in R1.50 and R10 price bands.

| | | |
|---------------------------------------|--------------------------|-------------------------|
| Once-Off Registration Cost | R 2000 | R 200 |
| Monthly Hosting Fee (paid in advance) | R 750 (minimum 3 months) | R 300 (minimum 1 month) |

NOTE Enabling the Automatic Response message option deducts 22c per SMS from Customer Revenue (see the Revenue Indicator).