

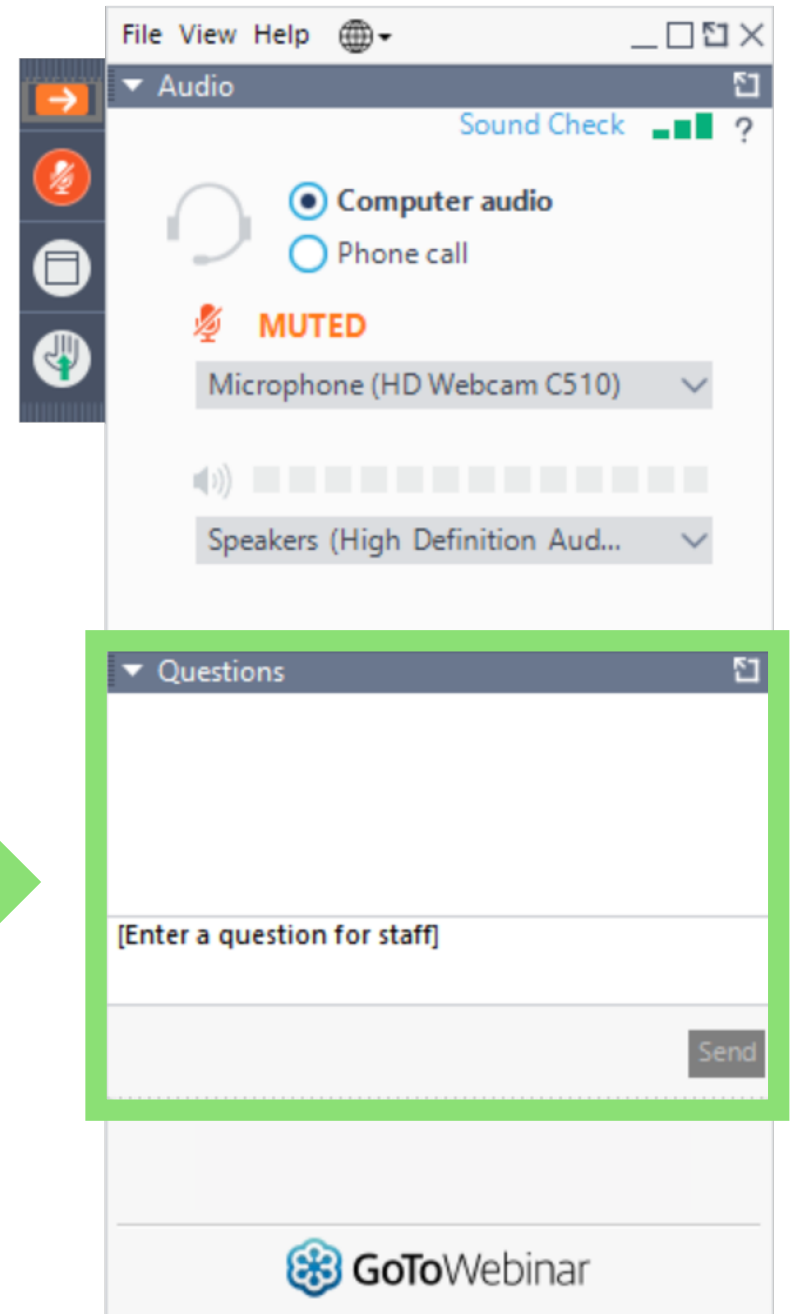


The ABCs of SMS:

Understanding Your Role as a Resp Org

Webinar Control Panel

Submit your questions in the Questions box and our moderator will address your questions live.



Your Presenter



Kathy Stuart
Senior Product Manager

What we will cover today

- A. The State of Business Texting
- B. The Resp Org Role in TSS Registry for the Text Enablement Process and Key Features
- C. Demonstration as the Resp Org Role in TSS Registry

Business Customers WANT to Text!

71% of consumers say using text messaging to communicate with a business **was effective.**

66% of consumers say they **would pay more** for something if it were supported by a mobile messaging channel

97% of companies found they **communicated more efficiently** with consumers after launching texting initiatives

98% of text messages **are opened**

Texting to Toll-Free Market Segments

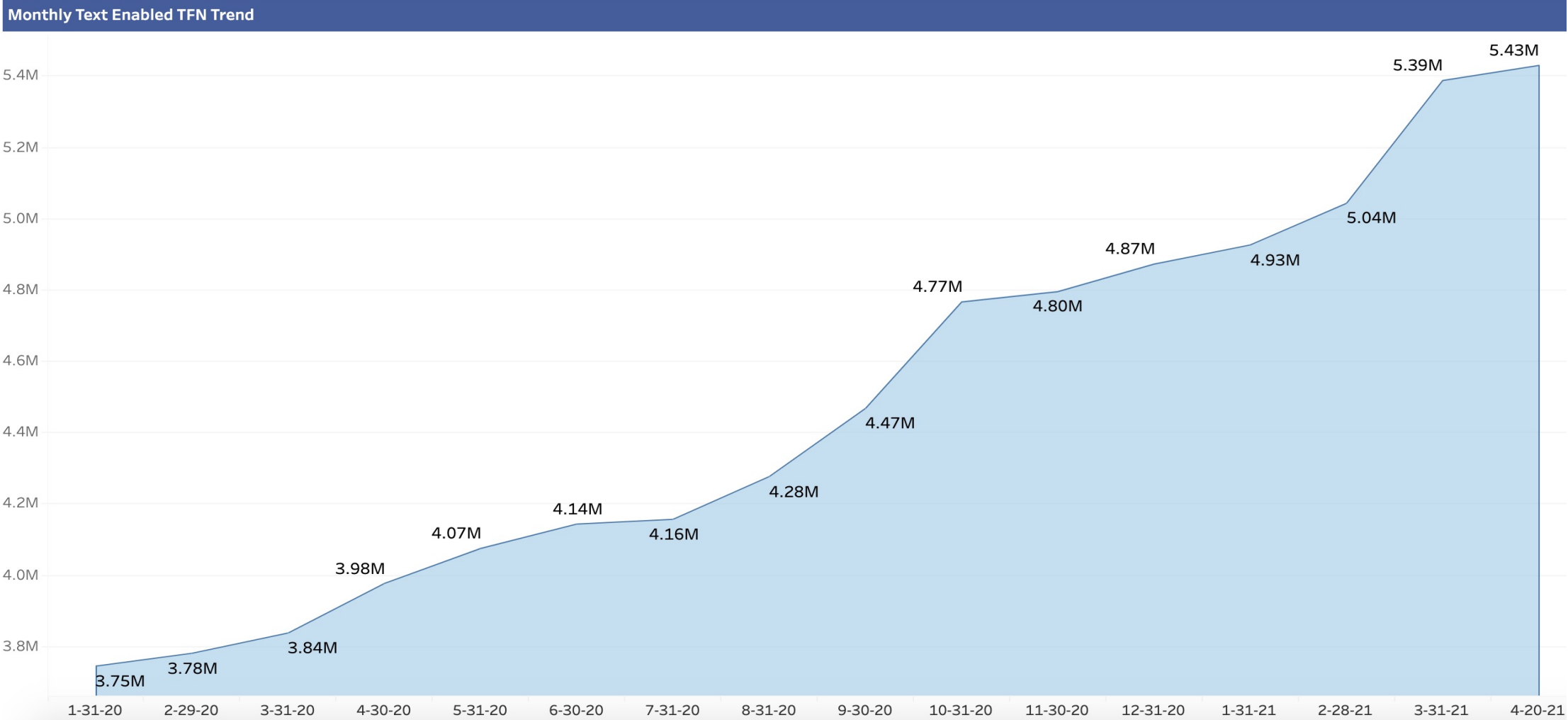
Text enablement to Toll-Free is continuing to grow and there are specific market segments that can find the value add to having this service. Industry segments benefiting and are leveraging text to Toll-Free include:



Call Centers	Customer Notifications
Call Tracking Software Companies	School Notifications
Security System companies	Health Sector
Public Utilities	Marketing outreach

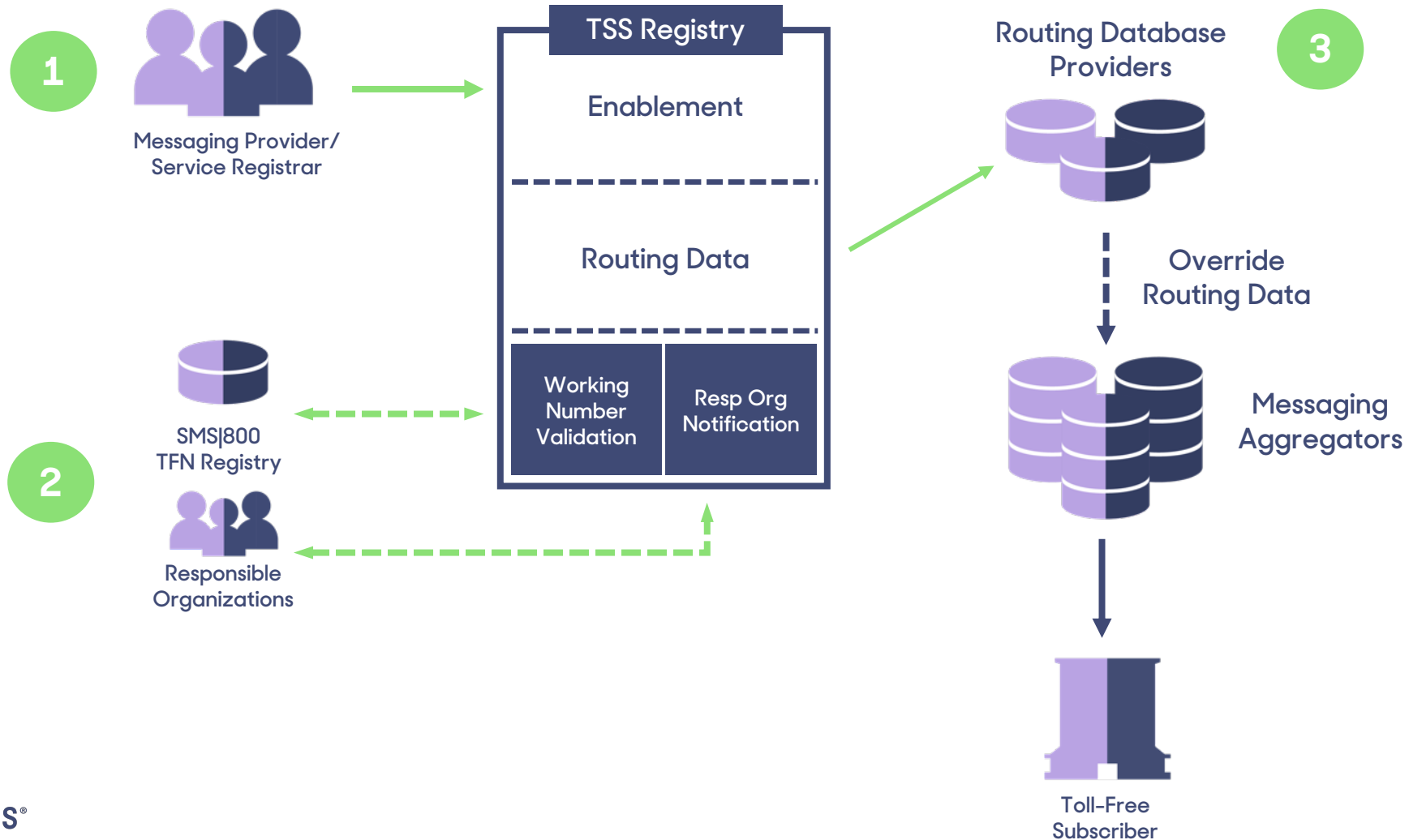
Customer Contact
Small to medium businesses and Enterprise
Notices, appointment reminders, payment reminders, marketing messages, instant coupons

Over 5 Million Text Enabled Toll-Free Numbers!

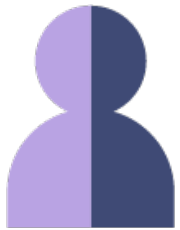


What is the Resp Org Role in the Text Enablement Process?

TSS Registry and Texting Ecosystem



Responsible Organizations Role in Text Enablement



All Resp Orgs for Toll-Free automatically have a primary contact in TSS Registry



The Resp Org Role ensures your TFNs for voice are text enabled by a Service Registrar/Messaging Provider that is authorized by you



The primary contact email notification process invokes when a Service Registrar provisions a text enablement request on your voice Toll-Free Number



All Toll-Free text enabled numbers directly flow through the TSS Registry - the authoritative source for messaging

Resp Org Features in TSS Registry



All Resp Orgs can approve or reject the text enablement request via the TSS Registry UI or API



History tracking available on all of your Toll-Free Numbers that have been text enabled in the system



Resp Org inventory management reporting available via the TSS Registry UI or API for Toll-Free Numbers that both voice and text enabled



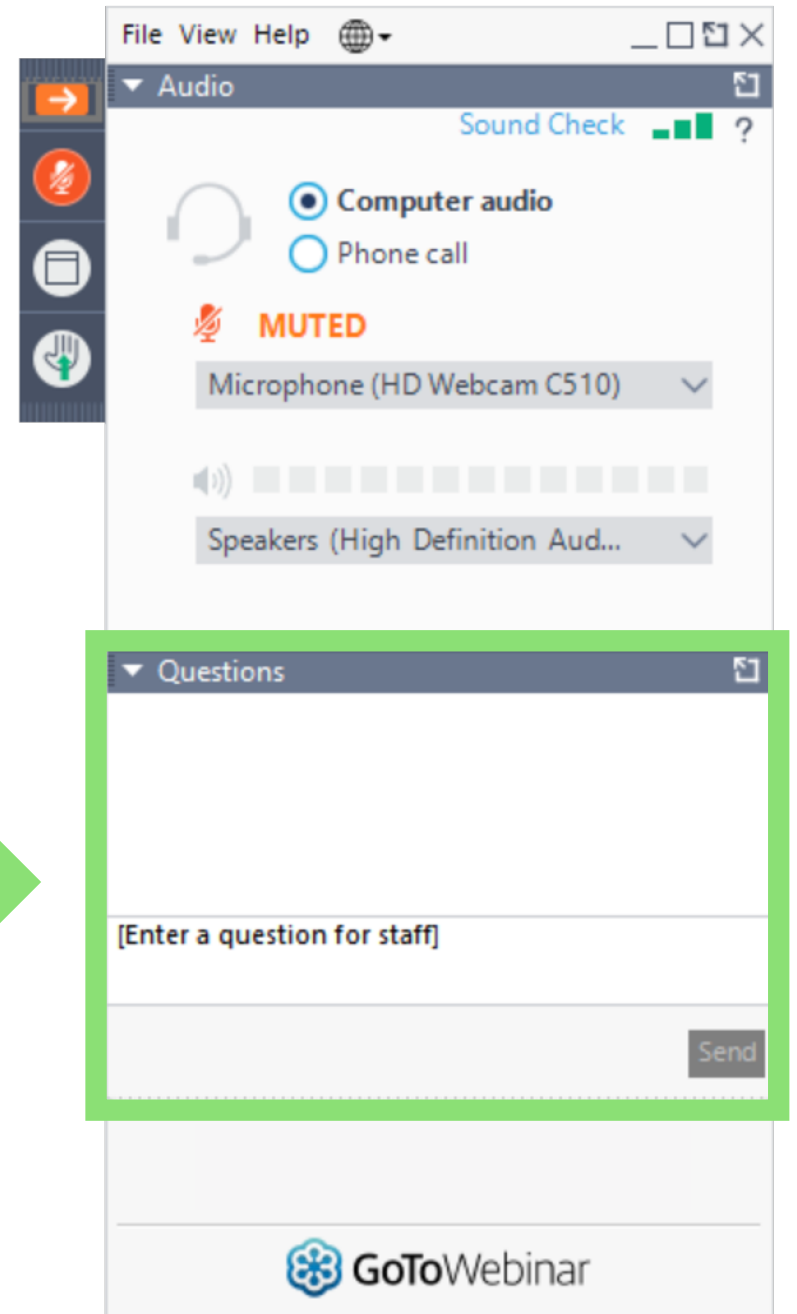
Resp Org option to set the Auto-Approval rule for a Service Registrar

TSS Registry Demo

Q&A

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TSSRegistry™

Empowering Resp Orgs
with visibility into text
enabled Toll-Free Numbers

